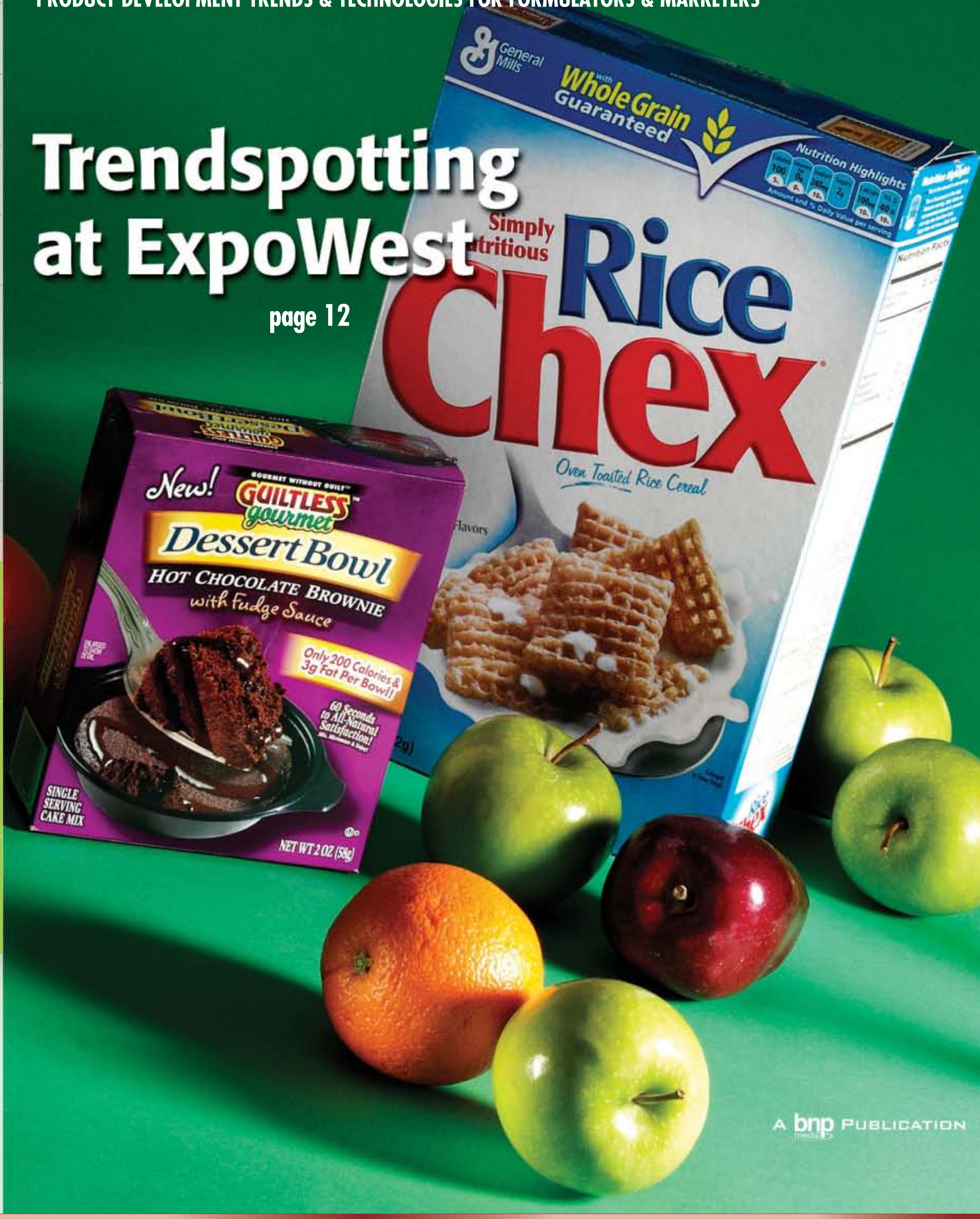
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PREPARED FOODS

PRODUCT DEVELOPMENT TRENDS & TECHNOLOGIES FOR FORMULATORS & MARKETERS

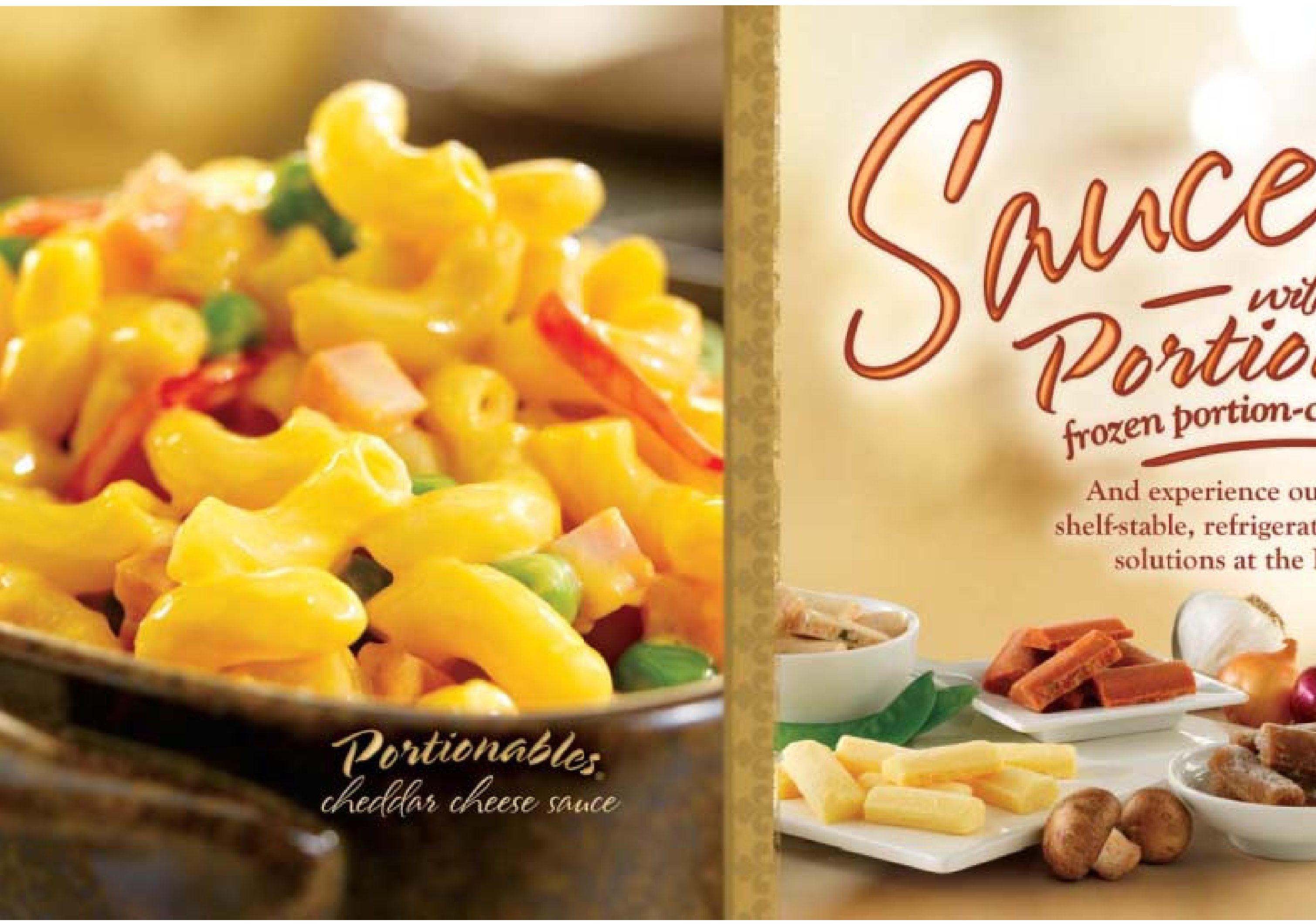
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Editorial and Sales Offices
1050 IL Route 83, Suite 200
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Phone: 630-694-4345 Fax: 630-227-0527

Publisher **Michael Leonard**
630-694-4024 leonardm@bnpmedia.com

Editorial pfeditors@bnpmedia.com
Chief Editor **Claudia Dziuk O'Donnell** 630-694-4344
Managing Editor **Julia M. Gallo-Torres** 630-694-4343
Business Editor **William A. Roberts, Jr.** 630-694-4348
Contributing Editor **Kerry Hughes** RDAppManager@gmail.com
Associate Editor **Barbara T. Nessinger** nessinger@sbcglobal.net
Director, Custom Solutions Group, Mintel **Lynn Dornblaser**

Production & Art
Production Manager **Nann Barkiewicz**
248-244-6431 barkiewiczn@bnpmedia.com
Art Director **Karla Fierimonte** fierimontek@bnpmedia.com

Sales

Midwest-Southeast Sales
Greg Szatko 630-694-4337 szatkog@bnpmedia.com

East Coast & European Sales
Ray Ginsberg 856-802-1343 ginsbergr@bnpmedia.com

West Coast-Southwest Sales
Wayne Wiggins 415-387-7784 wwiggins@wigginscompany.com

Marketing
Marketing Coordinator **Jenny Bogdajewicz**
bogdajewiczj@bnpmedia.com
Corporate Reprint Manager **Jill DeVries**
248-244-1726 devriesj@bnpmedia.com

New Products Conference
R&D Applications Seminar-Chicago
R&D Applications Seminar-East
Margaret Whalen
630-694-4347 whalenm@bnpmedia.com

ProductInnovationXchange Event
Tom Pellet
952-224-4397 tpellet@verticalxchange

Clear Seas Research
Director **Sarah Corp** corps@bnpmedia.com

Circulation
Group Audience Development Manager **Amy Schuler**

Subscription Information:
Tel. (847) 763-9534, Fax (847) 763-9538,
PF@halldata.com

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Healthy Habits

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R&D Applications Seminar • CHICAGO

Tracking Techniques, Tactics & Trends

Prepared Foods' fourth annual R&D Applications Seminar-CHICAGO, with nearly 90 presentations, will be held October 20-22, 2008, at the Englewood Resort & Spa in Itasca, Ill.

Following on the heels of the highly successful 2007 conference, presentations are designed with the information needs of bench-level formulators in mind. Applications and subjects covered include healthy ingredients, baked goods, sports and energy drinks, new emerging ingredients, organics, allergen-free labeling, prepared meals and processed meats.

After a resoundingly successful debut last year, the Applications Lab Tracks return again for the 2008 R&D Applications Seminar. The exciting Lab Tracks feature the use of product samples to more effectively demonstrate an ingredient's functionality or its use in a finished consumer product or model system.

For example, one track may showcase a series of hydrocolloid gum samples (guar, xanthan, etc.) to more vividly demonstrate the ingredients' functionality under varying conditions (temperature, viscosity, acidity, etc.).

Another track might feature a series of consumer product samples (baked goods) with varying levels of an ingredient (fiber) to help demonstrate the effect on mouthfeel, taste, color moisture and appearance.

The 2008 Applications Seminar will feature separate Applications Lab sessions on Monday and Tuesday and four Applications Lab sessions only on Wednesday morning. The high-tech, acoustically vibrant, executive-style Trillium Amphitheater will house the 90-minute Applications Lab sessions.

For more information, see www.PreparedFoods.com/rd or contact Marge Whalen at 630-694-4347 or whalenm@bnpmedia.com.

The movie, *Indiana Jones and the Last Crusade*, is the story of finding the Holy Grail, a theme that replays itself when we search for those "magic" foods and beverages that will help us restore our youthfulness.

While many Americans say they are eating better, a survey conducted by the Office of Disease Prevention and Health Promotion in conjunction with the FDA suggests otherwise (*Health and Diet Survey: Dietary Guidelines Supplement*, www.cfsan.fda.gov/~comm/crnutri6.html). Some 90% of those surveyed said they were "actively trying to eat a healthy diet," but results showed otherwise.

For example, about 70% of women said nutrition was important to them and considered this while shopping, while only 54% of men did the same. Of seniors aged 65 and older, 71% said they considered nutrition to be very important, while the percentage dropped to 64% for those aged between 55-64; this number dropped again to 52% for those aged 18-34.

Youthfulness is tied to energy and weight, significant drivers in the functional foods and beverages and supplements industries. A report by Leatherhead Food International (www.leatherheadfood.com) reinforces the importance consumers place on health, showing it is creating a "huge demand for low-fat, low-calorie and functional foods." This, in turn, increases the need for ingredients such as "emulsifiers, hydrocolloids, sweeteners, vitamins and minerals, soya ingredients, omega-3 fatty acids, probiotics, prebiotics and plant stanol esters," the report states.

A focus on losing weight is reiterated in the International Food Information Council's second annual *Food & Health Survey* (www.ific.org), which revealed that "nine of 10 Americans do not know how many calories they should consume in a day." There were several other "diet disconnects" identified. One was that respondents did not really comprehend how to use exercise and diet simultaneously to lose weight. While most respondents claimed to know breakfast is important in managing weight, less than half, 49%, actually eat the morning meal. Also contributing to the problem is a lack of knowledge of "good" vs. "bad" fats, along with not knowing what types or how many carbohydrates should be eaten.

Nevertheless, Americans are actively searching for help in staying young, and companies looking for their own versions of the Grail may want to explore functional foods. Leatherhead estimated the 2007 fat replacers market at $500 million and the vitamin market at $1 billion. Additionally, Business Insights (www.globalbusinessinsights.com) revealed that Americans aged 18-29 are responsible for nearly 30% of total supplement sales. pf



Julia M. Gallo-Torres
Managing Editor
pfeditors@bnpmedia.com

Hitting the Shelves



The Tea Revolution

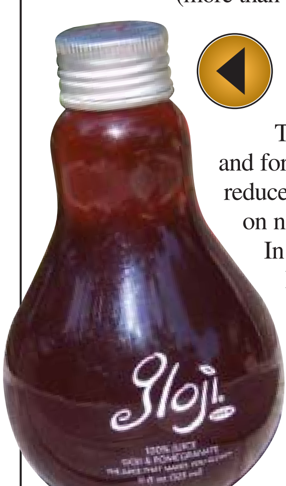
Caffeine has been associated with some health problems, and many consumers often try to cut back consumption in a bid to become healthier and less dependent on its stimulating properties. Company Red Espresso has introduced an option for consumers seeking a caffeine-free beverage. Red Espresso comes in a resealable pouch that contains rooibos tea ground like a coffee, making it usable for different coffee or espresso machines. The resulting drink is a dark red liquid with a strong, nutty flavor. Different preparation methods are suggested on the pack and the company's website, allowing consumers to prepare both hot and cold drinks such as red cappuccino, red latte or even a simple iced tea made from apple juice mixed with the rooibos tea. Indigenous to South Africa and still relatively new in some markets, red tea is known for its high-antioxidant content (more than green tea) and caffeine-free composition.



Tea, Cereal and a Healthy Heart

According to Mintel's report, "Tea and RTD Tea—U.S.—May 2007," tea sales reached more than $3 billion in the U.S. alone, a growth of almost 30% since 2001. Tea, as an ingredient, has also been the nucleus of product innovation across food and beverage categories. Whether used as a flavor or functional ingredient, tea and its health benefits are resonating with manufacturers and consumers. Although not a common ingredient, green tea extract appears in a number of hot and cold cereals, typically positioned as a heart-healthy antioxidant.

Kashi has taken the use of tea in cereal one step further, by adding decaffeinated white tea extract in Heart to Heart Honey Toasted Oat Cereal. Kashi has already formulated its cereal with green tea extract, but the addition of white tea is a first in the category. In addition to containing antioxidants (including green tea extract, grape seed extract, vitamins E and C, and beta-carotene), white tea supports healthy arteries, the company notes.



Herbal Water for Health

The use of superfruits and natural ingredients and formulations are major trends, as consumers reduce artificial ingredients in their diets and focus on natural health benefits of fruits and vegetables. In Canada and the U.S., Gloji released Goji & Pomegranate Beverage under the Gloji Mix brand. Said to "make you glow," the drink is available in a bottle in the shape of a light bulb, standing out on shelves next to other juices and nectars.

This interesting pairing of positioning and packaging is a creative method of differentiating a product on the shelf. Goji berry and pomegranate juices are becoming more familiar to North American consumers. In addition, the "naturally glowing" positioning that relies on the product's natural antioxidant-rich ingredients creates an understated beauty drink that will appeal to consumers wanting naturally functional, non-dairy-based beverages. Consumers will likely look to this product as an enhancement and extension of their daily beauty routines.

South Beach Living Large

In April 2005, Kraft Foods launched a line of products dedicated to the followers of the South Beach Diet. Now, in 2008, the same range has been rebranded with the name South Beach Living, positioning the program not as a diet with negative connotations, but as a positive way of living. The range bears the tagline "Changing the Way America Eats," an interesting positioning especially relevant as many consumers move away from specific "diets" and look instead to change their lifestyles and embrace balance and moderation.

South Beach Living foods are based on the eating principles of the South Beach Diet—lean protein, fiber, whole grains, vegetables, fruits and "good" fats, including olive and canola oil. The line includes the previously existing frozen entrées and snack bars, as well as newer, single-serve drink mix options. Completely new to the line is the South Beach single-serve cookie line.



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By the Beautiful Sea

Sodium is a concern for both U.S. and global consumers. As with other ingredients, sodium consumed in recommended amounts is not an issue; however, excessive sodium intake can directly impact health, particularly blood pressure. Because so many convenience products, particularly shelf-stable meals, soups and sides, contain high-sodium levels, consumers are looking for lower-sodium options to improve health.

Manufacturers are responding to this growing consumer demand in a number of ways. Some are simply offering more products with little or no added sodium. However, simply using less salt often impacts flavor. Growth in the use of sea salt and other gourmet salts has also increased. These salts are generally more potent than traditional table salt; therefore, less salt is usually required. However, the use of these salts does not directly tie to the demand for reduced-sodium products. Growth can also be attributed to the increase in awareness of premium ingredients through such channels as the Food Network.

More recently, manufacturers are using sea salts as a foundation for formulating low-sodium products. Campbell Soup is a primary example of a mainstream company developing mainstream products with sea salt to increase sales of its low-sodium line of soups. This seems to have been a relatively successful reformulation for Campbell and may encourage other manufacturers to incorporate a similar approach into their new low-sodium products.



Old Salts

Low-sodium and Sea Salt Introductions in the U.S. (New Products)

Category	2007	2006	2005	2004	2003
Low-/no-/reduced-sodium	435	364	274	299	157
Sea salt/source salt/ gourmet salt	1,232	1,032	683	734	519

Source: Mintel Global New Products Database

GlobalTrends

A product targeting specific demographic groups is something of a tradition for manufacturers in the global consumer packaged goods world. Lately, there has been an influx in products targeting women, both broadly and also on a more segmented level—expectant mothers or older women, for instance.

Food and drinks aimed at women tend to focus on a few familiar benefits, namely health issues (especially weight control) and, more recently, added-value beauty benefits. Some niche products also have targeted pregnant women. Within the cereal bar market, the focus is mostly on health, fitness and weight control, although there have been a few niche lines for pregnant women. Now, a new cereal bar range in the U.K. and Ireland has taken an even more specialized approach with its targeting, aiming for busy moms. Organix Mum's Organic Fruit & Seed Bars claim to nourish the body and keep energy levels high—much-needed benefits when looking after young children. The new range has been launched under a leading U.K. baby food brand, Organix, not only giving the product a head start but also providing a logical step for the company to move from baby/toddler food to targeting mothers. The cereal bars are supported by a new website featuring nutritional information, a blog, a public forum and advice for mothers and pregnant women. The Organix brand is well-respected in the U.K. baby food market, with its familiar "No Junk Promise" tag line (a promise that foods will never contain any artificial additives) that speaks to a growing consumer concern. The product's health credentials are also strong, as the bars are clearly described on pack as "a natural source of antioxidants, fiber and omega oils." The pack also further details the bars are made with 66% fruit and seeds (giving details of the fruits and seeds and what nutrients they contain), without added sugar and with whole-grain goodness. On-pack copy and imagery clearly align the product with its target audience: an image of a mother holding a child and a message promising "maximum nourishment for busy mums." This concept is interesting and applicable across categories. Stonyfield Farm in the U.S. recently launched the YoMommy line of yogurt, an extension of its highly successful YoBaby line.

Launching a New Product?
If so, contact Diana Sheehan at
351 W. Hubbard, 8th Floor
Chicago, IL 60610
Call: 312-932-0600,
Fax 312-932-0474 or e-mail
dsheehan@mintel.com. Information in this column is from the Global New Products Database, the premier source of global product intelligence, published by Mintel International Group.



Gluten-free to Nutrient-rich—

Trendspotting at ExpoWest

Anaheim, Calif., again played host to the Natural Products Expo West, an event which may have altered its scope in recent years, but which remains the show of choice for those seeking the latest products and trends in the natural/organic and nutrition-oriented arenas.

William A. Roberts, Jr., Business Editor

Members of the natural products industry gathered in Anaheim, Calif., March 13-16, for the annual Natural Products Expo West (NPEW). The 28th edition of the expo was the largest in its history, organizers said, and demonstrated just how much this side of the food and beverage industry has changed of late. More than 3,000 exhibitors displayed their wares for a 52,000-strong group of attendees, all part of a show that introduces more new products every year than any other trade event in the world, NPEW sponsors note.

Those sponsors also note a change in the crowd's character, as natural foods have emerged into large and mid-size grocery stores. Those stores serve as "part of the pleasure of food," explained keynote speaker Michael Pollan, as he explored "Defending Food, Searching for the Perfect Meal and Other Culinary Dilemmas," opining, "It is not just what is in our food, but how we enjoy our food." Pollan, winner of the James Beard Award for best food writing for *The Omnivore's Dilemma*, defined the "very perplexed American eater. This eater, I've come to know, is more complex than we might think. America, as a whole, has a national eating disorder, and its consumers are on a giant health food pendulum."

Food, he believes, should be regarded as more than simply fuel, more than a "delivery system of nutrients. These



are not something that can be seen and must, therefore, be explained. If foods are the sums of their nutrient parts, Americans risk losing the ability to eat without the help of nutritionists, labels, et al." Eating is not merely about health; it is a vehicle for pleasure, spirituality, identity, community: "It is cultural and not just biological...'Food as only health' is a narrow view."

The Health You Say

With all due respect to Pollan, for some consumers, health has to be first in mind when it comes to their food selections, and one group in particular served as a focus for many manufacturers' products on display at this year's NPEW. If not the largest trend then certainly the fastest-growing one, gluten-free was extremely popular—with booths touting the lack of gluten, as well as seminars explaining the reasons behind and the methods for producing gluten-free foods. During "Meet the Gluten-free Guru," attendees learned of the history and potential future for gluten-free items. Danna Korn, chief motivational officer with Sonicboom and author of *Wheat-free, Worry-free,* noted that gluten-free is the fastest-growing nutritional trend in America. The reason for this growth is the increasing diagnoses (whether by physicians or consumers themselves) of celiac disease. (See the sidebar "Free at Last.") This autoimmune disease is genetic and has symptoms "all over the board," Korn has found. "They can include fatigue, gastrointestinal distress, migraines, infertility, mouth sores, weight gain/loss, depression, anxiety and others, but the key thing to remember is that celiacs have a zero tolerance of gluten: a strict adherence to a gluten-free diet will totally remove these symptoms, but it is the only way to avoid them."

In Korn's mind, going gluten-free is entirely about finding alternatives, as "the ingredient can be hidden in flavors, soy sauce, etc., and wheat-free does not mean gluten-free: spelt is wheat," she noted. However, "Now, there are many options: breads, pastas—virtually anything has a gluten-free alternative. These can be purchased online, in natural food stores and in the specialty sections of a growing number of mainstream retailers. The price point can be high, and availability can be a problem; however, those issues are being addressed."

Indeed, if this year's NPEW is any indication, gluten-free options are well on their way, from companies large and small. Interestingly, shortly after gluten-free's strong showing at NPEW, General Mills released a reformulated version of its Rice Chex, likewise sans gluten. An announcement of the new product, appearing in the April 28th edition of *Prepared Foods' eFlash* electronic newsletter, explained how General Mills rid the product of gluten: The company "replaced barley malt syrup with molasses and...has taken the requisite steps to prevent cross-contamination during production and tested the new formula based on proposed FDA standards." The newly reformulated Rice Chex calls out its gluten-free nature on the package, topping its list of nutritional benefits. "Individuals following the gluten-free lifestyle are looking for great-tasting, mainstream products that meet their special dietary needs," explained Elaine Monarch, founder/executive director, Celiac Disease Foundation (CDF). "The gluten-free category is growing significantly, and together, CDF and General Mills can generate more awareness of celiac disease and help to improve the quality of life for these individuals."

General Mills' launch may have overshadowed some of the launches coming out of NPEW, but the trend was readily apparent during the expo. The Hain Celestial Group Inc. launched Gluten Free Café, what it described as "the first and only line of gluten-free frozen foods." Kettle Cuisine might take exception to that description, as it launched gluten-free soups for the freezer, a line including such flavors as Angus Beef, Clam Chowder, Chicken Soup, Chicken Chili and Grilled Chicken, all noted as natural. Gluten Free



Gluten-free is emerging as a dominant trend, one expected to grow tremendously in coming years and already embraced by General Mills; the NPEW show also featured launches geared toward indulgence.

Café items are also all-natural and fortified with two goals: first, with vitamins and minerals commonly deficient in gluten-free diets and, second, with a prebiotic to aid digestion. The four-item line includes Pasta Primavera, Asian Bowl, Fettuccini Alfredo and Lemon Basil Chicken, with calories ranging from 260-400 and total fat contents between 8-15g.

Press materials for the line point to the fact that the U.S. gluten-free foods/beverage market is expected to increase to $1.7 billion by 2010, per Packaged Facts. For comparison's sake, 2007's gluten-free sales in the U.S. stood at $800 million, suggesting the market will more than double in less than three years; the market was valued at $210 million in 2001 and has grown at an annual growth rate of 27% since. This year, FDA is expected to issue a definition of "gluten-free" (word from manufacturers at NPEW suggests the FDA's definition will debut around August of this year), and after that time, large manufacturers are expected to join the gluten-free bandwagon. The general consensus from NPEW exhibitors is that major manufacturers have been reluctant to invest in gluten-free R&D until fixed regulations for gluten-free are in place. Once that

Free at Last

The emergence of gluten-free options was one of the major stories coming out of the 2008 Natural Products Expo West (NPEW), as every aisle seemed to have at least one gluten-free option. Attendees were not the only ones noticing, either; exhibitors spotted the trend early, and by the end of the show, many had added "Gluten-Free!!!" signs to their booth, even for products that had never featured gluten in the first place. Regardless, similar episodes were noticed among several exhibitors—a clear sign that gluten-free is coming of age.

However, the trend is not entirely new. It has been steadily building an audience and garnering attention for years, and *Prepared Foods* has been delving into the subject for a while: this year's *New Products Annual* in March referenced it in several reviews, and the article "Gluten-free: Opportunities and Challenges" appeared in the August 2007 issue, to name only a couple of the more-recent occasions. So, why has gluten-free emerged as such a notable trend?

Leading the list of reasons would have to be an increased awareness (and diagnosis) of celiac disease, an autoimmune reaction to gluten, a protein found in wheat, rye and barley. The latest figures indicate 3 million Americans have a gluten intolerance; however, estimates indicate that 97% of celiac sufferers are undiagnosed and, therefore, untreated. For that matter, a Packaged Facts report estimates the number of known celiac sufferers "will increase worldwide by a factor of 10 during the next few years."

Danna Korn, author of *Wheat-free, Worry-free*, notes celiac disease is the most common genetic disease in mankind, afflicting 1% of the population. "However," she has found, "10-20% of first relatives of celiac sufferers have celiac disease themselves." In addition, a growing number of Americans regard eating gluten as unhealthy, a logic that crosses all demographic boundaries. While celiac sufferers clearly make the majority of gluten-free purchases, this second group of "health and wellness seekers" is growing and may ultimately be a larger consumer base than the number of those diagnosed with celiac disease. However, will this be something of a fad for non-celiac sufferers, a la the low-carb craze? Manufacturers omitting gluten would be advised to target and focus upon those suffering from celiac disease, as this is the group that will remain loyal for one simple reason: they have no choice; a gluten-free diet is their only hope for good health.

Regardless, for the 3 million celiac sufferers in this country, the prepared food options are fairly limited, or at least, they had been. As this year's NPEW demonstrated, those options are slowly increasing, as manufacturers realize the purchasing power of these individuals, as well as the impact of their influence upon those around them.


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definition is in place, the floodgates are expected to open.

With a forthcoming wave of gluten-free items likely, many smaller manufacturers are cognizant of the need to establish a rapport with gluten-free consumers now. Bob's Red Mill Natural Foods, for instance, merged gluten-free with another prominent trend to launch Gluten Free Pizza Crust Mix, with more than 50% whole grains. The product provides 4g of dietary fiber, 3g of protein and 28g of whole grains. Bob Moore, the company's founder, noted its entire line of gluten-free products is manufactured in its dedicated, gluten-free facility. "Lab testing is performed during the production of each batch...to ensure gluten-free status."

Delving in-depth into each and every gluten-free item on display could occupy the better part of this issue, so for brevity's sake, manufacturers with prominent gluten-free products on display included but were by no means limited to:

- French Meadow Bakery's new informational labels on packaging to let customers know whether items are gluten-free.
- Twin Hens' gluten-free beef pot pies made with organic cornmeal.
- Pamela's Products' scones, muffins and waffles.
- Amy's Kitchen's expansion of its gluten-free line to include such items as Cream of Rice Hot Cereal and Non-Dairy Cheeze Rice Crust Pizza.
- PatsyPie's artisan-baked, all-natural and gluten-free biscotti, mini-brownies, cookies and mini-muffins.
- Enjoy Life's allergen- and gluten-free snack products, including



Bob's Red Mill Natural Foods merged gluten-free with another prominent trend to launch Gluten Free Pizza Crust Mix, with more than 50% whole grains.

See Food Master-*INGREDIENTS*, p. 20

Health and Food

Consumers Who Completely/Somewhat Agree

	"Well-being" Consumers	"Eat, Drink and Be Merry" Consumers
I know I should eat healthier, but I don't	29%	76%
I try to eat soy foods/beverages regularly	25%	7%
I typically choose foods based on whether they make me feel good emotionally rather than the nutritional content	15%	39%
Taste is more important than health	4%	46%

Source: Natural Marketing Institute's 2007 Healthy Aging/Boomer Database

Mountain Mambo Not Nuts, Beach Bash Not Nuts and Sunbutter Crunch.

- Andrew & Everett's gluten-free, RBGH-BST hormone-free, shredded cheeses in such varieties as mild cheddar, sharp cheddar, mozzarella, Colby Jack and Mexican mix.

The Natural

All of this is not to suggest that gluten-free was the only trend on display this year. As befits a show billed "Natural Products Expo," natural claims were easy to find, as was the usual number of the unusual: aromatherapy plush animals filled with organic buckwheat and lavender, as well as natural pet wipes and a mist infused with vibrational flower essences designed to "clear cellphone and computer radiation."

Organic items were also easy to find, be it in cosmetics, pet food, meats or beer. However, natural foods held sway, with a great many touting their perceived health benefits. The Hot Products Hall featured such natural ingredients as açai, *yerba mate*, mangosteen and goji berry. "Açai is probably the most established," finds Lara Christenson, director of natural products research at SPINS, the market research firm for the natural products industry. "Mangosteen is an up-and-comer. Pomegranate and some of the traditional fruits, blueberries and cranberries are still very strong."

POM Wonderful, a long-standing success riding on the back of consumer interest in antioxidants, showcased its all-natural tea, in regular and light versions. The light has half the calories: 35 per serving. However, more is better in the minds of many consumers, so they are looking for something with an even greater amount of antioxidants, hence the emergence of açai.

See Food Master-*INGREDIENTS*, p. 171

Self-managing

Consumers Who Strongly/Somewhat Agree

80%	Interested in new approaches to managing their health
72%	Very concerned about their personal health and are actively managing it
56%	Consider it important to have choices concerning their health decisions
50%	Are "always" looking for new self-care methods to prolong their health and vitality

Source: Natural Marketing Institute's 2007 Healthy Aging/Boomer Database

Açai was key to a number of beverages featured at NPEW. Bombilla & Gourd incorporated it into a flavor in its new Superfruit line: açai blueberry was joined by pomegranate lemonade, yumberry lime and orange mango. However, the company is more inclined to note the benefits of *mate*, which offers "slightly less caffeine than a comparable cup of coffee." In addition, it contains theobromine, the stimulant in dark chocolate, and theophyline, the stimulant found in tea leaves.

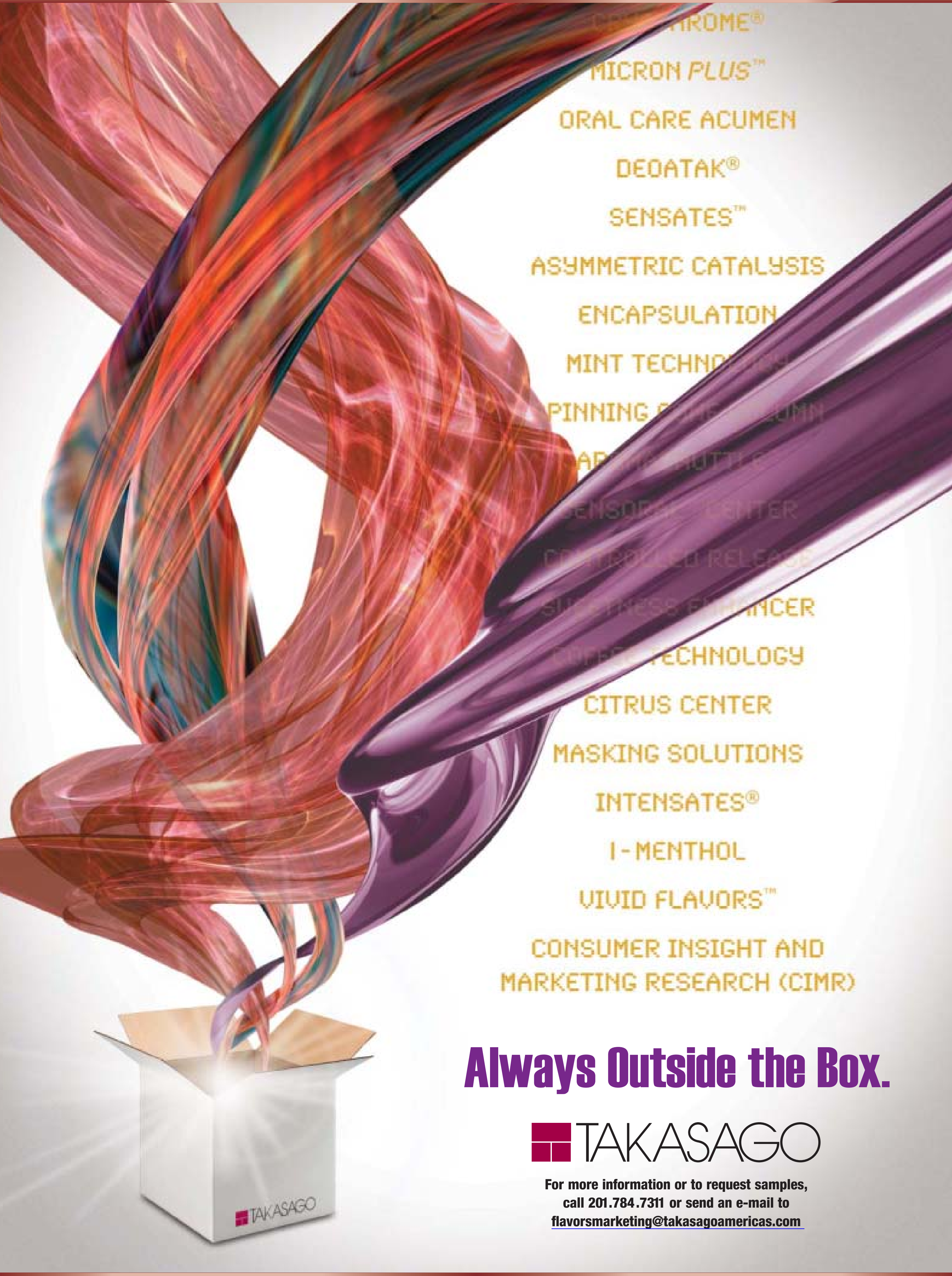
Superfruit was also the adjective of choice for Guru Energy's new organic energy beverage. While Bombilla & Gourd's Superfruit line was not expected to launch until May, Fuze announced an açai product that will not hit shelves until September. Fuze Energy beverages were available for sampling at NPEW and feature all-natural ingredients, including natural caffeine. The line will include guava, orange mango and açai pomegranate. Açai was hard to find alone, as manufacturers joined the ingredient with a number of flavors: Hansen's Natural Iced Tea is launching a Sugar-free Açai Black Tea and a Sugar-free Pomegranate Green Tea. Hansen's Natural also noted a switch from high-fructose corn syrup to cane sugar in its soda.

NextFoods, a fairly new company from the founder of White Wave, displayed its probiotic, multivitamin juices. GoodBelly, as the line is called, is a fruit drink with a probiotic "clinically proven to improve digestive function and to promote immunity," while also being "the only dairy-free, soy-free and wheat-free product of its kind," noted founder Steve Demos.

Annie's Homegrown, meanwhile, sampled a number of kid-oriented items, including Bunny Graham Friends, a snack mix featuring chocolate, honey and chocolate chip graham cookies. In addition, the company debuted some items for the older set: Organic Creamy Tuna Spirals, which could be considered vegetarian, as tuna has to be added and is not included in the package. In addition, the company added three flavors to its organic dressings line: creamy Asiago cheese, pomegranate vinaigrette and lite cucumber yogurt.

Feeling Green

As also might be expected from a natural expo, exhibitors had a definite "green" sensibility. For example, Guayaki Sustainable Rainforest Products, a manufacturer of *yerba mate* beverages, introduced "carbon-subtracting products," one-pound packages of San Mateo Loose Yerba Mate and Traditional Loose Yerba Mate that remove more carbon than they emit throughout the supply chain (from harvest through production). A company spokesperson noted, "The carbon-subtracting process is achieved primarily due to the vast carbon sequestration that occurs in the vibrant


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South American rainforest, where Guayaki's organic *yerba mate* is sustainably harvested under the canopy of towering hardwood trees." Conscious Brands assessed the production: growing in the rainforest absorbs 875g; 220g are emitted for processing, 11g for packaging and 71g for transportation, resulting in a carbon subtraction of 573g.

For its part, Nature's Path Foods even incorporated sustainability into its NPEW booth: countertops were made of recycled cardboard, and flooring consisted of post-consumer vinyl and plastic. Meanwhile, sample baskets were made with a type of woven hyacinth, a plant said to double its population every two weeks. All of which were just an indicator of the wave of sustainability efforts expected to hit the industry in coming years. pf

Website Resources:

www.Prepared.Foods.com — Search "gluten-free" for the latest news and articles on the trend in *Prepared Foods* magazine

www.celiackids.com — Celiac disease and kids

www.nmisolutions.com — Natural Marketing Institute

www.consciousbrands.com — A consultant for lowering companies' environmental footprints

www.expowest.com — Natural Products Expo West



Missing Meal Kits

Despite several years of sales declines, the meal kit category holds potential. However, to embrace those possibilities, it will have to address trends that other product offerings are embracing. In the process, meal kits may see consumer perception alter a great degree.

Suzy Badaracco, Contributing Editor



Although the meal kits segment has experienced declines in the past few years, the reasons are nothing that manufacturers cannot overcome. The smallest market drop for meal kits in the past five years was seen in 2007. While whole grains were adopted by the pizza dough and kit segment, meal kits instead stayed focused on flavor trends and sidestepped the health trends that have grown rapidly following low-carb's demise. In addition to losing to other convenient meal options, another factor contributing to the declining meal kits numbers could be the missed opportunities from diet trends.

Pizza crust and dough have been gaining market share since 2005, though from a very small base. Meanwhile, both pizza sauce and pizza crust/dough have benefited from the appetizer phenomenon among consumers, which started in 2003. Pizza dough and crusts are serving as a basis for both appetizers and inventive main dishes, while pizza sauce gains from having an aura of "freshness."

The declines experienced by meal kits are due, in part, to significant convenience trends within the category. The refrigerated segment is ahead of the shelf-stable area in terms of development; however, even this segment tends to launch conservative flavors, positioning and packaging. Alternatively, the segment's competition comes from meal assembly establishments, curbside pick-up at fast-casual restaurants and expanded deli services/in-store dining in supermarkets. The categories outpacing meal kits are active in the fast-growing arena of organic, whole grain, fresh, artisanal, healthy, allergen-free and specific ingredient trends. Meal kits largely ignore most of these, despite the fact that several of them seem to be a natural fit. However, the green, fresh and local trends that have been infiltrating consumers' shopping baskets (particularly since 2006) have emerged as a competing trend, as meal kits appear to be more processed compared to freshly prepared options.

In the meal kit segment, regional and ethnic flavor trends have yet to be fully explored, because traditional flavors such as beef stroganoff or garlic chicken remain the norm.

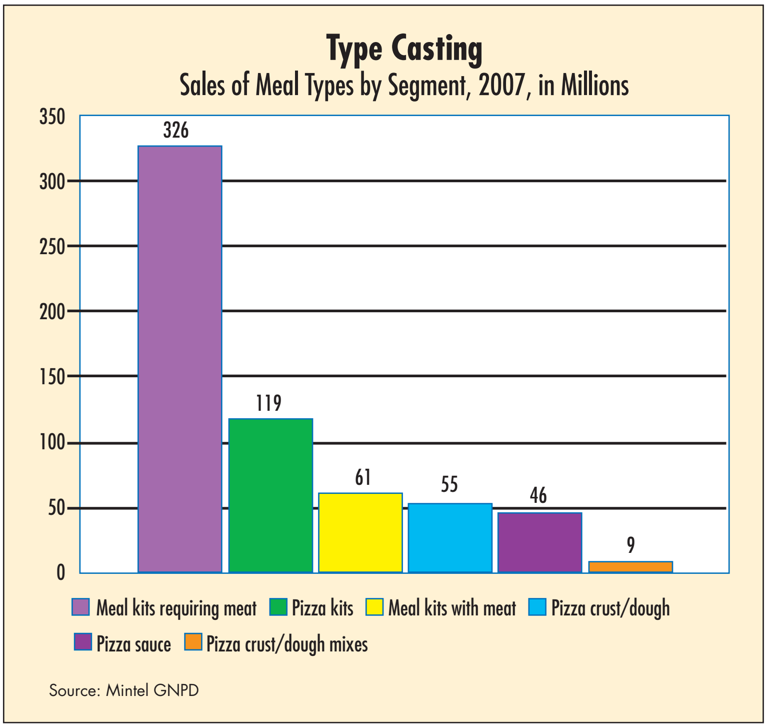
Other factors contributing to the declining meal kit numbers include diet trends and missed opportunities. Dieting itself is not the issue; it is the form the new diet products have taken that has bypassed meal kit players. The diet industry is launching products in the frozen category as complete meals, not as meal kits. Alternatively, they introduce shelf-stable bars which require no prep at all. Meal kits that have been successful with dieters include the South Beach line by Kraft (in the refrigerator section, not the shelf-stable variety).

Market Trends

New product launches can be an indicator of market activity. Consumers' moves toward fresh vs. processed foods could help explain the increase in chilled products in 2007. Chilled items primarily are comprised of pizza and sandwich kits. Shelf-stable has always been the largest category and is convenient for stocking cupboards at home. Chilled

PREPARED FOODS

new product trends



lines translate best to the on-the-go activities of children and adults who take their lunch to work. In terms of the number of claims made by each new product, meal kits average only a little more than two claims per product. This demonstrates how meal kits are too one-dimensional. Mintel believes claim numbers should increase so that meal kits have a chance of gaining the power that substantiated claims have in marketing to consumers. Products need to be recreated to gain consumers' attention, using more organic, gluten-free, all-natural and free of additives claims.

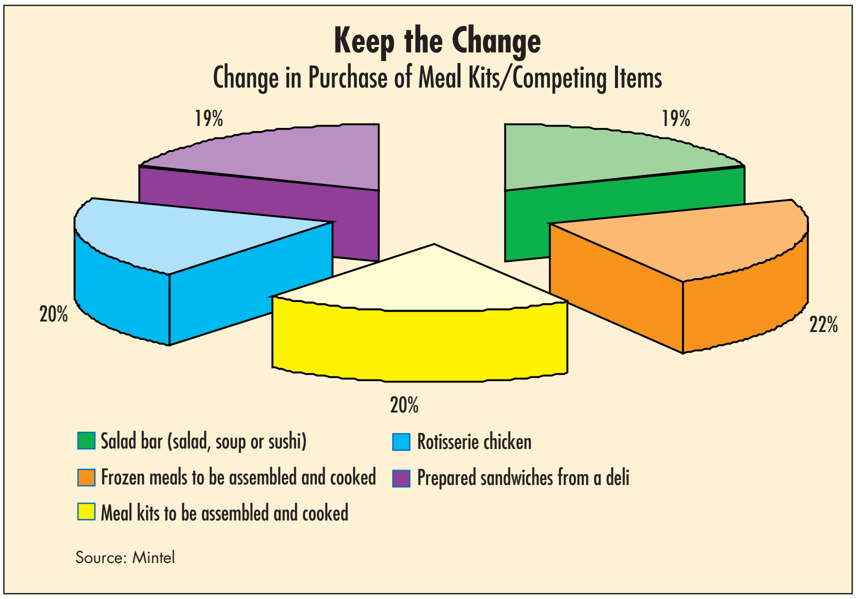
Time Poverty

Despite the convenience of restaurant eating, the majority of meals are still eaten at home. According to Mintel's "Attitudes to Food: Weight and Diet—U.S., March 2007," time pressures remain a major factor in consumer meal choices. This survey revealed the draw to convenient meal options: The share of respondents who agree they are too busy to take care of themselves is highest for respondents aged 25-54. This is likely due to the family and work commitments that are at their peak during these adult years. Meal kits serve a convenient solution for those who are juggling family and work.

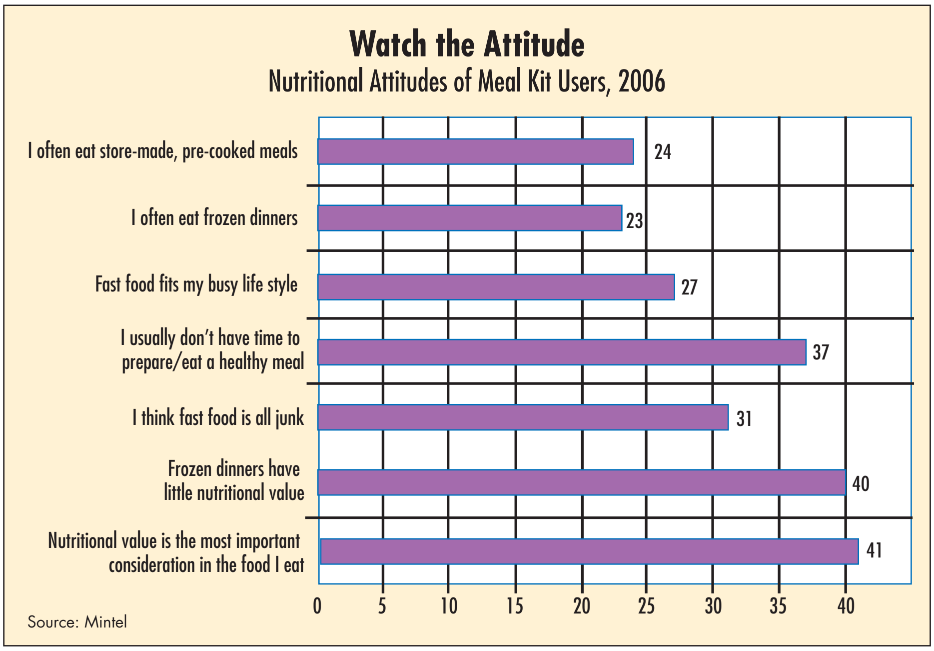
The age data for preparing food at home is striking. All age groups report they enjoy preparing food at home very near the average of 86%. However, adults aged 18-44 cook less than older adults because of time pressures, and they are far more likely to say they do not have the skills. The short-term missed opportunity appears to be with those aged 55 and older. This group has the time and skills to cook at home, yet hardly ever chooses meal kits. Once again, development with this group in mind is important, if the category is to grow.

Category players may want to focus a bit less completely on single moms and slightly toward the increasing number of single dads. Developing healthier, smaller servings is a prospect that could attract the Baby Boomer generation and seniors. Meal kit consumers prove to be above-average users of all convenience-oriented meal solutions, suggesting cross-marketing opportunities. However, the fact that meal kit users are less health-conscious than most consumers could very well be a reflection of the products currently available, rather than a caution against developing products with a strong health positioning.

People have many options when deciding what to have for dinner, but by far the most likely type of dinner is cooking from scratch. Mintel has extensively surveyed what "cooking from scratch" means to consumers, and preparing a meal from a meal kit counts as scratch cooking for most people. This is where meal kits can play a role in the evening meal—by marketing that they are the fastest, and possibly least expensive, route to preparing a home-cooked meal.




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Meal kits are either not keeping pace with or are sidestepping the health and wellness trends enveloping the entire food industry, as are packaging trends and preparation methods. For instance, Kraft dominates the refrigerated segment with its Lunchables and South Beach lines. Consumers regard refrigerated foods as healthier and fresher than shelf-stable counterparts, due to their perceived shorter shelflife—though not necessarily their content. However, not all companies are taking advantage of this delivery system. Combine health positioning with fresh appeal, and a company could have a new positioning for a line.

Long-term Trends

The decline in sales of meal kits could partly be due to significant convenience trends bypassing the meal kits segments.

In the meal kit segment, regional and ethnic flavor trends have yet to be fully explored. South American flavors, for instance, have taken hold in America, and these flavor profiles are easily









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found among deli and frozen meals, but not among new meal kit launches. The refrigerated segment is more in touch than shelf-stable offerings; however, even this segment tends toward conservative launches, betting on existing trends such as Hispanic flavors or past trends such as Caribbean. The most innovative companies are not the leaders: case in point, the soup kits from Simply Asian or Annie Chung's Noodle bowls. These products are three-dimensional, taking advantage of perceived health benefits of their positioning (minimal processing), trendy packaging and flavor position banking on the burgeoning Asian flavor wave. Single grains and flatbreads are among the newest trends, yet it is the frozen food segment capitalizing upon them, not meal kits.

Long-term Health Trends

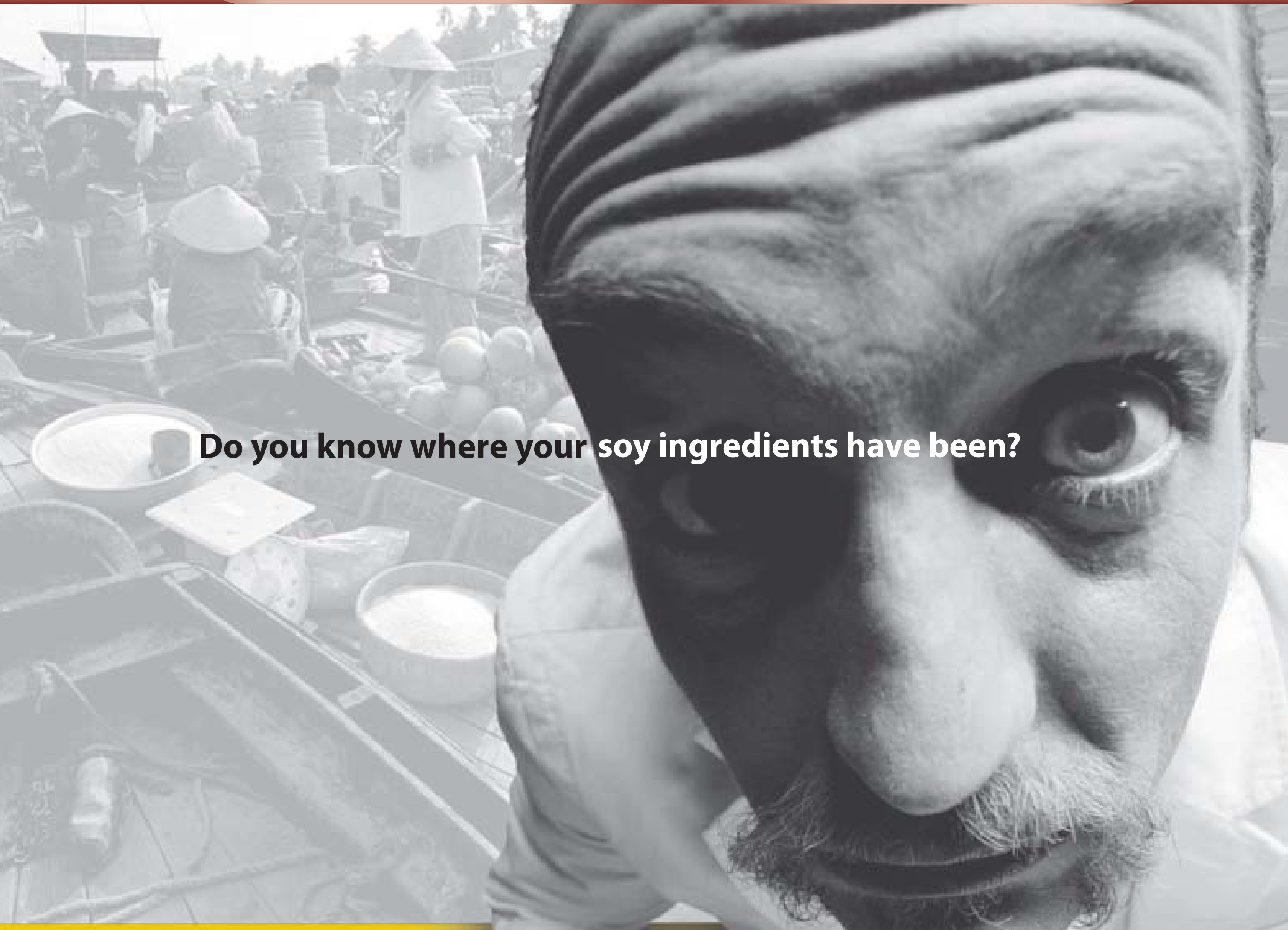
A meal kit may have a healthy profile, but the communication to consumers is not clear. Calling out health benefits of some or all of the components of a meal kit on the packaging is one way to reposition a product. A product line could switch to organic sourcing or investigate whether components of the meal kits warrant an FDA health claim, for example.

Meal kits wholly ignore breakfast, while the frozen meal segment capitalized upon the mealtime. If the gap is technological, then this is a barrier to be explored by companies. If the gap is simply overlooking this trend (fast-casual has capitalized upon the trend, with Jack in the Box and others launching new products), then it is prime territory for meal kit manufacturers. Breakfast meal kits could be as simple as a bagel and spread kit, which includes a knife, or a yogurt and fruit kit with granola. More complex microwave versions could offer hot breakfast sandwiches.

Forecast Factors

Actual sales for the meal kits category will depend on the following factors:

- New product development: Mintel's upbeat forecast assumes that new products launched in 2007 and those in development will increase consumer penetration and cause sales to rise. Simply taking part in trends driving other convenience food categories, such as fresh, organic, allergen-free, indulgent and no additives/preservatives, would greatly benefit meal kits.
- Successfully targeting ethnic populations: A diversifying population will create new demands for meal kits. Manufacturers should find success with products developed specifically for blacks, Hispanics and Asians.
- Competition in the marketplace: Meal kits have experienced increasing competition in the marketplace, as consumers seek even more accessible convenience meal options.
- Diet trends: Meal kits have found only modest success with dieters. Mintel thinks Kraft's new South Beach line in the refrigerator section has potential to better address the needs and wants of dieters. pf



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Soy's New Horizons



For two days in April, the Soy Symposium gathered together many of the key players in the soy food industry to explore the health benefits from soy consumption. At the same time, overall food industry experts delved into major topics and trends facing the industry as a whole.

William A. Roberts, Jr., Business Editor

John Becherer, CEO of the United Soybean Board (USB), announced the theme of the two-day Soy Symposium: New Horizons. This theme would manifest itself in scientific data and trends discussed during the presentations and discussions. Soy ingredients, he believes, are at the cutting edge of ideas for functional products, an important market considering nine in 10 consumers believe nutrition is important when selecting foods, according to a recent USB survey. Some 85% of Americans recognize soy as being healthy, that survey found.

So, is it healthy? A panel on the first day explored this topic in "New Health Frontiers for Soy in Wellness and Disease Prevention." Pauline Maki, associate professor with the department of psychiatry at the University of Illinois at Chicago, discussed studies relating soy and cognitive function. Most cognitive studies involving soy have had mid-life women as subjects. Indirect evidence, Maki found, indicated soy might decrease anxiety, but a wealth of evidence showed estrogen positively impacts the brain and cognitive function. Fewer studies involved men but, of those, there were memory improvements, though some benefits were only found in women: verbal fluency and planning, for example.

Women, however, have likely been confused about the mixed messages regarding soy, explained Mark Messina, executive director with the Soy Nutrition Institute, while delivering a "Late Breaking Review of Critical Soy and Health Issues." Focusing on breast cancer, Messina noted the controversy over soy but indicated the ingredient "has shown positive and protective results. Data on these will be published within the next year." One cited study found soy does not affect estrogen levels in pre- or post-menopausal women, and another examined childhood exposure to soy: soy consumers were slightly taller, and soy intake had no relation to weight but was associated with a slightly lower body mass index.

One school district is asking the soy food industry to market to the school nutrition market and, in doing so, to be willing to work with the district in refining the products' packaging and sodium content, while offering competitive pricing.

Weighty Issues

Soy may well have a relation to weight management, contends John Erdman, professor in the department of nutrition at the University of Illinois at Urbana-Champaign. A variety of studies have concluded that soy foods can help with the management of obesity and related chronic disease, he has found. These foods are at least as good as other protein sources for promoting weight loss and weight management and, at the same time, soy foods will improve lipid profiles. Regarding the application of soy foods for weight management or weight loss, he noted that portion control/meal replacement can work. However, these items simply must taste good; there should be a variety of soy-based products, with relevant advertising, as well as dietary guidance and appropriate reinforcement.



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Gardenburger's line of soy protein-based meals and a variety of studies have concluded that soy foods can help with the management of obesity and related chronic disease. These foods are at least as good as other protein sources for promoting weight loss and weight management, studies have shown.

Exploring soy introductions to the marketplace, Lynn Dornblaser, director of Mintel International Group's Mintel Insights, discussed claims in soy-based foods: most focus upon wellness benefits, and many bundle these benefits (i.e., the inherent goodness of soy in addition to other claims). These claims include organic formulations, whole-grain ingredients, added calcium, bone health and heart health. However, soy products do not all revolve around health. Many also focus on flavor (particularly ethnic cuisines) and fun, while beverages, in particular, blend soy with other ingredients, such as juice or cereals.

Older consumers, Dornblaser related, perceive the health benefits of soy; these innate health benefits are the most often cited reasons these consumers choose soy-based foods. Younger consumers, however, opt for soy as a meat replacement or because they dislike the taste of the foods that soy is replacing. Dornblaser believes this indicates an opportunity to make soy seem tastier to older consumers.

Taste is the number-one driver for consumer purchase, contended Karl Weingartner, director of the International Soybean Program at the National Soybean Research Laboratory at the University of Illinois at Urbana-Champaign. Therefore, he advises manufacturers to consider flavor in addition to function, nutrition and size (capacity). Soymilk, for example, also has many benefits that could lure consumers: a lack of lactose, no cholesterol, and low levels of saturated fat and sodium.

Back to School

Soy's nutritional positioning would prove central to the symposium panel "Boosting Nutrition with Soy in U.S. and International Feeding Programs." Eric Steiner, associate administrator of the USDA Food and Nutrition Service's Special Nutrition Programs, explained that the National School Lunch Program has expanded the mandatory milk provision to other milk products: "to include lactose-free milk and dispensations for non-dairy beverages that are nutritionally equivalent to milk."

Meanwhile, Kathy Lazor, school foodservice director with Maryland's Montgomery County Public School District, offered a case study on the acceptance among her students of soy-based products. Over a three-week period, five items were tested, most meeting with positive results. Included in the group were Morningstar Farms' Veggie Chik'n Nuggets; Gardein Veggie Chick'n; Midland Harvest Pasta; Hearty Griller Beef Patties; and Morningstar Farms Spicy Black Bean Burger. All scored well, Lazor found, and as a result, Veggie Chik'n Nuggets and the Spicy Black Bean Burger were added permanently to the menu. In the time since, response to the nuggets has been very favorable, though the black bean burger has proven less popular.

Lazor went on to compare soy food items vs. traditional entrées: soy items have 18% fewer calories, 45% less fat, 57% less saturated fat, six times the amount of fiber, no trans fat and one fifth the cholesterol, though a 20% higher sodium content. She advises the soy food industry to market to the school nutrition market and, in doing so, to be willing to work with the districts to refine products' packaging and sodium content, while offering competitive pricing.

The Brand in Brand-new

"Catalyzing, Propelling and Sustaining Innovation for Growth" delved into the need for true, "brand-new" innovation as a growth mechanism for companies large and small. Speaker Aaron Brody, president and CEO of Packaging/Brody Inc., noted 100,000 new products hit markets around the world in 2007; in the U.S., the number was around 27,000—14,000 of these made some sort of health or well-being claim. With that much competition, any developer would be wise to assess the market and make sure there is a corporate fit for the product being considered. While he

Generation Veneration

Food Consumption Away from Home, by Generation

	Could be a lot healthier	Could be somewhat healthier	Healthy enough	Healthy as it can be
All shoppers	27%	48%	21%	4%
Mature (60+)	18%	44%	33%	5%
Baby Boomers	24%	53%	18%	5%
Generation X	32%	47%	18%	3%
Generation Y	44%	40%	16%	1%

Source: U.S. Grocery Shopper Trends 2007, Food Marketing Institute



believes smaller companies, in particular, may be unable to compete on a major marketing scale, they can compete in new media marketing: YouTube, MySpace, Facebook, etc. That said, be forewarned: Brody estimates a launch costs 10 times the price of developing a product.

Brody did note the abundance of confusion when it comes to new product introduction numbers. While a single retailer may see more than 20,000 new UPCs every year, fewer than 10% fit what he defines as a new product. Only 6% are truly new products, he explains: 10% are seasonal or regional; 28% are test items (some of which are new); and 56% are conversions, which he regards as some form of a line extension. Why is there a lack of really new products? Brody cites insufficient time, funds or willingness at the corporate level, a longer list of opportunities from line extensions, and the difficulty and expense in the design and research process.

The American market is not an easy one to penetrate. Of those 20,000-plus new foods introduced every year within the U.S., 80% are withdrawn within two years.

Generation Gape

Ann Fishman, CEO and president of Generational-Targeted Marketing Corp., defined consumers by a generational standpoint:

Safe Cracking

How safe is the food supply?

Safe, but could be safer	63%
Not safe	27%
Very safe; will always have small number of issues	11%
100% safe	1%
No opinion	1%

Source: Phil Lempert's presentation "Changing Choices: The Food World in 2010," April 18, 2008

Taking You Higher

Soy vs. Other Commodities

	Protein per 100g	Calories per 100g
Defatted soy flour	50	329
Textured soy protein	50	334
What flour	10.3	364
Corn meal	8.5	366
Rice	7.1	365
Wheat soy blend	21.5	355
Soy bulgur	18.2	340
Corn soy blend	17.2	376
Lentils	28.1	338
Peas	24.6	341

Source: Pradeep Khanna's presentation "Soy in School Feeding Programs," April 17, 2008


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Making the Most

Frequency of Use of Various Soy-based Foods and Beverages, September 2007

	All	Male	Female
Soymilk	5.8	5.2	6.4
Meat substitute	1.7	1.7	1.7
Soy energy bar	1.4	1.5	1.3
Tofu	1.3	1.2	1.4
Soy snack	1.2	1.1	1.3
Soy cereal	1	0.7	1.3
Soy smoothies	0.9	0.6	1.2
Soy cheese	0.7	0.6	0.8
Soy pizza or entrées	0.5	0.4	0.6
Other soy products	0.7	0.9	0.6

Source: Mintel Oxygen

namely, America's six living generations. In doing so, she went beyond simply describing their purchasing habits and delved into their mindsets and feelings. At the same time, it must be explained that her approach is different from some: whereas others prescribe a set 18- or 19-year gap between generations (Boomers from 1946-1964, Generation X from 1965-1983, Generation Y from 1984-2002), Fishman defines the generations by the watershed events that shaped them, be they wars or keystone events.

The G.I. Generation, for example, includes those born between 1901-1924, a group civic in nature and concerned about others. Fishman describes this "Can Do Generation" as primarily team players: they brought the U.S. out of the Depression and put man on the moon, while creating Social Security and Disney. This most literate of all generations values convenience and convenient packaging, and though their bodies and taste buds may have changed, their sweet tooth remains strong and hardy.

Born between 1925-1942, the Silent Generation are "Do Gooders," Fishman explained. It is a generation of helpers which has "produced every feminist leader and most civil rights leaders." This incredibly wealthy, stable and wise group, whose ages span 65-82, see themselves as vital, active and in the prime of life. As such, they have changed the way Americans regard aging: for them, Botox and cosmetic surgery has emerged as almost common. They respect the opinions of others, particularly experts, and therefore respond well to expert endorsements and awards. This wealthy group is beginning to spend like never before on themselves; they view this as their time to travel, buy a second home and/or to eat gourmet foods.

Hot on their heels are Baby Boomers, born from 1943-1960. These are the idealists, the dreamers but also the "Me Generation," defined as such for two reasons: it is the most mothered generation in history, and Boomers "have had to focus on themselves to compete with the other previous generations," Fishman finds. This group is materialistic and looking for products to fit their needs; however, they are completely

unaccustomed to a market not focused upon them. They distrust authority, so experts' quotes do not sit well; in fact, they prefer celebrity endorsements. They think they will be young forever and want to prolong youth and the fun that goes with it. They love learning and self-improvement. It is the first generation to value individualism over the group. They are nostalgic (never getting out of the 1960s). Boomers are in their peak earning years, but they are much better at spending than saving—and they are willing to spend more.

Fishman regards those born between 1961-1981 as the most difficult to understand. Generation X, she believes, is the most important market in America, because of its influence on purchases. These "street-savvy survivors" grew up during a time of weakening family, religious culture and social programs, leading them to become self-reliant and practical, considering they have been feeding themselves and shopping for the family since their youth. With that amount of experience, they are wise shoppers and want value for their money. They have little regard for hype or spin; these are shopping-experienced and smart consumers. Once burned, Xers will not forget or forgive. Their trust must be earned each and every time. Speaking specifically about soy, Fishman believes Generation X is puzzled by the versatility of soy.

Generation Y is regarded as the "Can Do Kids." Born between 1982-2000, these consumers are "living the lush life;" a cell phone is indispensible. From an early age, they have had a tremendous amount of disposable cash; teens currently spend $175 billion, Fishman has found, and their influence extends into groceries, electronics and all points in between. When marketing to them, be forewarned: this is a savvy lot; they understand marketing and know manufacturers want their business. They are motivated by word-of-mouth/mouse (computer) marketing. This has its advantages, Fishman relates, as this is basically a free, ongoing focus group and tasting panel.

Fishman expects the sixth and final generation currently in America to grow to become similar to the Silent Generation described earlier. These are the children born since 2001: the 9/11 Generation. While it is too soon to know too much about this group's beliefs, there are indicators: it is over-protected at home, in school and in society. As such, they will tend to avoid risks and will become conformists. pf

Website Resources:

www.unitedsoybean.org — United Soybean Board

www.soyfoods.org/2008-soy-symposium — Soy Symposium

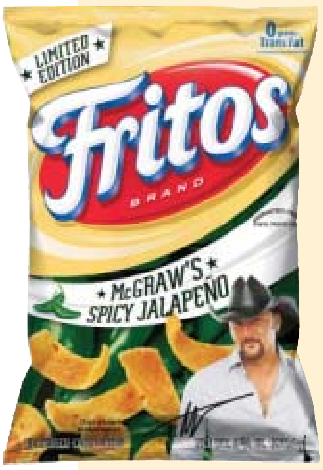
www.annfishman.com — Generational-Targeted Marketing Corp.


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KRAFT
KRAFT FOOD INGREDIENTS
See Food Master-INGREDIENTS, p. 110-111

See Food Master-*INGREDIENTS*, p. 23



A Little Bit Country

Country music star and Grammy Award winner Tim McGraw is joining forces with Frito-Lay in what is being billed as "an integrated partnership to reach fans everywhere—from television to retail to on tour." Select stores have begun carrying Tim McGraw Spicy Jalapeno flavored Fritos corn chips, and these locations will have the products for a limited time. However, Frito-Lay notes, the chips will become nationally available in the fall.

The snacks, however, are only one part of the partnership between the musician and snack icon. McGraw will appear in the brand's television advertising campaign, as well as a print campaign, centered around a theme: "good, simple fun with family and friends." Also, Fritos will be the "official snack" of McGraw's concert tour.

Omega Syndrome



Dietary trends indicate Americans are failing to consume proper amounts of omega-3 fatty acids, and manufacturers are responding with a plethora of omega-enhanced products. In an effort to improve their health and well-being, consumers are flocking to foods fortified with such fats as docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA).

"A growing body of evidence links omega-3 fatty acids with a long list of health benefits," says Elizabeth M. Ward, MS, RD, author of *The Pocket Idiot's Guide to the New Food Pyramids*. "Don't let the word 'fat' scare you," Ward says. "It is important to avoid saturated and trans fats, but omega-3 fatty acids are beneficial, and studies show that children and adults should be consuming more omega-3s for optimal health."

Sorrento is the latest to join the omega-laden ranks. Sorrento +Plus String Cheese has joined the company's +Plus snack string cheese line. The string cheese is made with milk containing high levels of DHA and EPA omega-3s, as well as 7g of protein.

It joins Sorrento's other +Plus products: +Plus Calcium and Vitamin D and +Plus Lactose Free.

Plastic Surgery



Pepsi has announced a new design for its flavored, non-carbonated packaging, which it claims will eliminate 20 million pounds of waste from the environment. The company notes it is its lightest 500ml flavored, non-carbonated bottle yet. The amount of plastic in the bottle has been reduced by 20%. The lighter bottles also have a 10% reduction in label size, and the multi-packs feature a 5% reduction in their shrink-wrap film.

The new bottle will feature a number of the company's established brands: Lipton Iced Tea, Tropicana juice drinks, Aquafina FlavorSplash and Aquafina Alive.

"As a company, we've challenged ourselves to consistently identify ways to lessen our impact on the environment," said Robert Lewis, vice president of Worldwide Beverage Packaging and Equipment Development with PepsiCo. "We're constantly striving to make our packaging an even smaller part of the waste stream."

Crossing Over

Starbucks Coffee Company may have seen its strong growth undergo a bit of a disruption in recent months, but the brand still maintains significant drawing power. The latest example of this was on display at the FMI Show in Las Vegas from May 4-7.

The Hershey Company booth featured Starbucks Chocolate, a portfolio of artisan-style chocolate inspired by Starbucks' coffees and teas. The line draws upon the experience of Artisan Confections Company, a subsidiary of Hershey's.

The chocolatiers have created a line of chocolates crafted with cacao from around the world and then blended with premium natural ingredients, authentic Starbucks coffee, its Tazo tea and other authentic coffeehouse flavors. The line includes signature dark, mocha and milk chocolate bars and squares; Tazo Chai, Passion and Citron tea-infused chocolate tasting squares; a line of truffles; and chocolate-covered coffee beans. pf



No 'Stimulus' for Restaurants

In its most recent consumer sentiment survey, researchers from foodservice consultancy Technomic Inc. found that very few consumers plan to spend their economic stimulus checks at restaurants. Rather, the evidence suggests that consumers will be far more likely to save/invest the money, use it to pay off debt and/or go shopping for necessities.

Bob Goldin, executive vice president of Technomic, noted that the restaurant industry downturn is likely to continue for the foreseeable future. "Consumers are strapped and have other non-discretionary priorities with respect to the tax rebate checks they will be receiving. Unfortunately, it does not appear the restaurant industry will be a beneficiary of the stimulus program."

Planned Use of Economic Stimulus Check

(More than one answer accepted)

34%	Put it in the bank
29%	Pay off credit card debt
23%	Shop for necessities
23%	Pay off other debts
11%	Invest it
9%	Take a vacation
9%	Eat at a nice restaurant
8%	Treat myself/family
6%	Go on a shopping "spree"
3%	Eat out more often
2%	Spend more when I eat out

Source: Technomic Inc.



THE IN BOX:

For daily industry news updates, see the homepage of www.PreparedFoods.com and www.NutraSolutions.com.

■ D.D. Williamson promoted Graham Merryweather to vice president of global sales, hired Connie Sandusky to replace Merryweather as regional sales manager and named Megan Mullinix business development manager.

■ Cargill has expanded its capabilities to serve the baking industry with the opening of a new Product Innovation Center in Minneapolis. Cargill also has developed natural specialty cheese flavor ingredients producing the complex, authentic aged notes of Gouda, Swiss, cheddar, Parmesan, Romano and blue cheeses.

■ Sargento has introduced Salad Finishers and Potato Finishers—chef-inspired blends of Sargento natural cheeses and other premium toppings. The move into the produce category is a first for Sargento.

■ Mars Inc. purchased the Wrigley Company in a transaction valued at approximately $23 billion.

■ X Café LLC received the 2008 Award for Innovation in Business by the Smaller Business Association of New England (SBANE).

■ Arya Tulva joined MGP Ingredients Inc. as project engineer, and Monique Huber has been named quality assurance laboratory manager. Mike Finfrock is now the company's textured protein sales representative, and Irasa Downing has been named corporate director of human resources.

■ Eric Schwartz has joined SK Foods as vice president of Corporate Strategic Planning for the international tomato- and vegetable-processing firm, while Michael Hoversen has joined SK Foods as chief financial officer.

■ Silliker announced a licensing agreement with Kraft Foods for a patent-pending, *in vitro* method for predicting the Glycemic Index (GI) of foods.

■ Robert Constantino joined Roth Käse USA as vice president of retail sales.

■ The grapefruit flavonoid naringenin inhibits the secretion of *Hepatitis C* virus in infected cells and could offer a new approach for treating the disease.

■ Symrise GmbH Co. KG and Italian biotech company Cutech Srl have founded a highly specialized, biotechnology joint venture called Scoutech, to offer screening services for cosmetic raw materials, cosmetic formulations, pharmaceuticals and nutraceuticals.

■ A one-week, practical short course on "Texturized Vegetable Protein" will be presented on August 24-29 at Texas A&M University. For more information, programs and applications forms, contact Dr. Mian N. Riaz; Food Protein R&D Center; Texas A&M University; College Station, TX 77843-2476; phone: 979-845-2774; fax: 979-845-2744 or e-mail: mnriaz@tamu.edu.

■ PCI Company acquired the dairy flavor systems business of Givaudan Flavours North America, renaming it SensoryFlavors Inc.

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See Food Master-*INGREDIENTS*, p. 161

Deep Impact

In recent years, the main driver of growth in the Western European food and drink industry has been consumers purchasing products with more added value. This has been driven by an increased demand for convenience products, increased health consciousness and a greater demand for premium and indulgence products, explains *Western Europe Food and Drinks Insights*. Multinational food and beverage companies, with their high research and marketing budgets, have been able to launch many new products to take advantage of these trends and have seen their revenues and profits rise accordingly.

With volume sales of many food and beverage products fairly stagnant across many Western European markets, encouraging consumers to trade up to higher value products remains the key way for multinational food and drink firms to grow their sales in this region, the report indicates. However, relying on this trend puts firms in a precarious position, as consumers are also able to trade down when they are feeling stretched financially. This means that the Western European food and drink producers are in no way immune to the effects of a global economic downturn.

Business Monitor International's (BMI) "U.S. Deep Recession" scenario attempts to examine the impact a severe and prolonged economic downturn in the U.S. during 2008-2009 would have on the global food and drink industry. Although this event is not part of BMI's core scenario, it remains a possibility and is worth modeling, as the effects would be so sizable and far-reaching.

The effect on food and drink consumption is expected to be pronounced. States dependent on trade with the U.S., or even dependent on trade with the U.S.'s leading trading partners, are expected to be affected most. Although the rapid growth of emerging markets means that Western European countries are less dependent on the economic prosperity of the U.S. than they once were, there is little doubt that a severe U.S. recession would still have a knock-on effect in every country in the region.

In general, a slowdown in economic growth, due to a loss of trade with the U.S. or simply weak investor confidence, will translate to lower disposable incomes for consumers. A severe U.S. downturn looks to have the most severe impact on countries that have the biggest trading links with the U.S. In Western Europe, this translates to the largest impact being felt in Germany and the U.K. pf

An unabbreviated version of this article appeared in the May 12, 2008, Prepared Foods e-Flash.

Recessed Memory

Impact of a deep U.S. recession on total food consumption in selected Western European markets—cumulative difference between core and recession scenarios (%)

	2008	2009	2010	2011	2012
France	-0.3%	-1.9%	-4.0%	-6.1%	-8.2%
Italy	-0.3%	-1.7%	-3.5%	-5.2%	-6.7%
Germany	-0.8%	-3.8%	-6.9%	-9.2%	-11.2%
Greece	-0.1%	-0.7%	-1.8%	-3.6%	-5.8%
Spain	-0.3%	-1.6%	-3.1%	-4.7%	-6.4%
U.K.	-0.29%	-2.81%	-6.915	-10.94%	-15.02%

Source: BMII

THE IN BOX: (CONTINUED)

■ Gary Reineccius has been named head of the food science and nutrition department at the University of Minnesota.

■ Symrise has acquired the Dairy Flavors, Savory Flavors, Sweet Flavors and Seasonings sectors of the Danish manufacturer Chr. Hansen.

■ Multisorb Technologies named Robert Sabdo business development leader, Food & Beverage Packaging.

■ Fillo Factory acquired Mimi's Gourmet brand of organic chili products.

■ FONA International hired Melissa Battles as senior applications technologist with the grain business unit, William Churchwell as environmental health and safety compliance officer, Theresa Guess as quality assurance supervisor, Angel Ray Pimienta as plant manager, Eileen Liu as senior beverage technologist and Paul Krause as director of human resources. At the same time, the company promoted James Evanoff to chief financial officer and Andrea Weinecke to analytical supervisor, while announcing Jeff Banes earned the status of Certified Culinary Scientist (CCS) from the Research Chefs Association.

■ Kraft Foodservice awarded Kendall College student David Reyes a $20,000 culinary scholarship for winning the 2008 Chefs of Grey Poupon Student Culinary Competition with his original recipe, Dijon Surf and Turf in a New World Romesco Sauce. Laura Curtis, a student from The Culinary Institute of America, received a $5,000 scholarship for second place with her recipe, Dijon-Ancho Crusted Pork Tenderloin with Chayote and Tequila Rice. Johnson & Wales University student Elizabeth Bova took third place and a $2,500 scholarship for her recipe, Sole Mousseline with Lobster in a Filo Pastry Crust, Israeli Cous Cous Ragout and Dijon Lobster Sauce.




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Orafti® inulin and oligofructose are the cutting edge of functional food ingredients. These all-natural prebiotic fibers offer formulators a wide range of opportunities to create new, healthy food and beverage products.

Orafti® ingredients contribute to great taste and texture thus enabling fiber-enriched, reduced calorie, low-fat and fat free, reduced sugar and sugar free formulations.

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- Enhances calcium absorption
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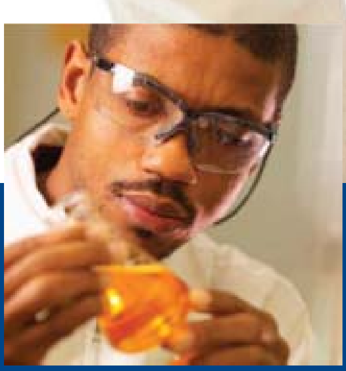
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See Food Master-*INGREDIENTS*, p. 21

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Natural Claims, with Caution

Mark S. Hostetler, Husch Blackwell Sanders LLP



In the current regulatory environment, a producer who wishes to promote a "natural" claim for its products must proceed with caution. All monitors of food labeling and advertising have opined on the definition of "natural." The recent, informal response to the Sugar Association's Citizen Petition regarding natural cannot be considered a final agency action, as it does not add much to the body of knowledge of what constitutes "natural." However, the informal response puts more arrows in the quivers of groups most inclined to challenge "natural" claims.

Historical Perspectives

The FDA first codified a definition of "natural" in terms of artificial and natural flavors and colors (see 21 CFR 101.22). The public policy rationale was apparently economic, as discussions of health implications (allergies or sensitivities) did not manifest until the Nutrition Labeling and Education Act (NLEA). The natural/artificial definitions included in 101.22 are not particularly helpful to the current discussion; they mandate the anomaly of a "natural" ingredient being used to "artificially flavor" a food (see 101.22[i] [1] [ii]), and they include the potential that the method of extraction of an oil from a natural source could involve more than "minimal processing," thereby resulting in an "artificial" finished product (see USDA and NAD definitions of "natural," below).



The Federal Trade Commission (FTC) took its turn at defining "natural" in the early 1980s and concluded it was unable to establish a definition or meaning of "natural" (see 48 *Federal Register* 23270; 5/24/1983).

In 1991, the FDA proposed to consider a definition of "natural" (see 56 *Federal Register* 229, 60421, 60466; 11/27/1991). Perhaps, unfortunately for future discussions, the proposal injected the potential that "natural" could be more than a claim of origin: "...that a food is composed only of substances *that are not manmade* and is, therefore, *somehow more wholesome.*" The FDA went on to suggest "that nothing artificial or synthetic...is included in, *or has been added to, the product that would not normally be expected to be there*" (emphasis added). "Just like grandma used to make" is not an effective regulatory standard, especially if grandma was a terrible cook. If grandma's recipe for canning vegetables called for adding lemon juice to increase acidity (one would not expect to find lemon juice in vegetables), were grandma's home-canned vegetables still "natural," or had they become "not-natural," and/or does the addition of citric acid (for acidity) to a "natural" vegetable for commercial canning render that product not-natural? In practice, the resulting commercial product is likely to be labeled "With Natural Ingredients" (but not a "natural product").

The USDA, through the Food Safety Inspection Service and its label approval authority, implements its own *Food Standards and Labeling Policy Book*. Therein, "natural" means no artificial ingredients and minimal processing. USDA's interpretation of "minimal processing" exempts "smoking, roasting, freezing, drying and fermenting...(and) processes that do not fundamentally alter the raw product...(but) solvent extraction, acid hydrolysis, chemical bleaching and other such relatively complex processes..." are not minimal processing. The policy includes the seeds of its own demise—to the extent that "the decision of the Agency to approve or deny the use of a 'natural' claim *may be affected by the specific context in which the claim is made*" (emphasis added) (see 71 *Federal Register* 70503; 12/5/2006).

"Natural" Means...?

In *Advertising Nutrition & Health*, "Evidence from Food Advertising 1977-1997," the authors include "natural/no artificial/real/pure" together as "general nutrition claims," defining those as "statements or terms, other than nutrient content claims or health claims, that indicate a potential health or nutrient advantage of an advertised food" (page E-7). The NLEA mandate resulted in a definition by regulation of some "general nutrition claims," such as "healthy," "light" and others, but did not define "natural" and others.

An integral byproduct of "natural" labeling, as with other general nutrition claims, is the potential for the development of negative labeling—i.e., the benefits of the use of natural vs. non-natural ingredients, and perhaps extending to the "wholesomeness" the FDA espoused in 1991. Any regulatory definition of "natural" must be careful to deal with the

potential for a general categorization or implication of artificial/synthetic as unwholesome or unhealthy or, at least, to be avoided. A package of Thomas' brand Light English Muffins proclaims, "NOW WITH *NO* HIGH FRUCTOSE CORN SYRUP." (The product does not claim to be "natural.")

In any event, FDA decided, "Because of resource limitations and other agency priorities, FDA is not undertaking rulemaking to establish a definition of 'natural' at this time" (see 58 *Federal Register* 2407; 1/6/93). The FDA did note, "Because of widespread use of this term, and the evidence that consumers regard many uses of this term as non-informative, the agency would consider establishing a definition." (Perhaps if a term is "non-informative," i.e., does not function as a competitive point-of-difference, the practical regulatory approach is to



allow it to die a natural death in the marketplace.) Neither FDA nor the comments included by FDA raised the "wholesomeness" perspective.

Both the FSIS and the Agricultural Marketing Service (AMS) have recently initiated conversations and proposals for comment as to the meaning of "natural" and "naturally raised." Comments directed to both agencies continue to indicate broad disagreement among the interested public about the meaning of "natural." Definitions included concepts of "lifestyle," "diet," "processing" and "marketing." To date, neither proposal has received public follow-up from the issuing agency.

Self-regulation of "Natural"

The National Advertising Division (NAD) is perhaps as active and, certainly as important, as anyone in the interpretation of "natural." Regularly reviewing advertising and resolving claim disputes with the voluntary participation of the advertisers, the NAD has interpreted claims of "natural" as any not-natural ingredient; indeed, "a minute (i.e., 1%) part of the overall product may preclude an advertiser from sending the message that the finished product is 'natural' and constitutes a deception because of consumers' 'significant interest' in the naturalness of product ingredients" (see NAD Case Report #3470 June 1, 1998). The NAD has noted, "...there is no single definition of the term 'natural'... [therefore,] meaning of the term will depend on factors that include the origin of the ingredients; how the term 'natural' is presented in the context of the challenged advertising; and reasonable consumer expectation as to the meaning of the term." The NAD does not appear to account for "minimal processing" in its analysis of "natural" claims in advertising, although chemically identical citric acid can be "natural" or not natural, the latter the result of fermentation of a carbohydrate source.

The NAD stance parallels the FTC's standards of a "reasonable basis" for claims. The FTC's Deception Statement provides that the FTC will find an advertisement to be actionable, if it contains a representation likely to mislead consumers acting reasonably, and if the representation is material. For regulatory purposes, can a "non-informative" claim be "material?" If, in fact,


Wholesome ingredient solutions

no genuine food safety issues are involved, perhaps the best forum(s) for resolution of the "natural" issue is the marketplace?

No advertiser can ignore the participation of the Center for Science in the Public Interest (CSPI) in the "natural" debate. For example, the CSPI challenged the use of "natural" on a soft drink containing high-fructose corn syrup (HFCS) on the basis that consumers interested in avoiding HFCS would not look past a label claim of "natural" to the ingredients panel. The CSPI joined in support of The Sugar Association petition to define "natural" and has supported the USDA's two-pronged definition of "natural." However, the CSPI's position (that the USDA definition "is consistent with consumer expectations and what has been accepted in the marketplace") would not seem to track with the public comments to the USDA's most recent call for comments on "natural" and "naturally raised."

And the Future Holds...?

Understanding of the claim "natural" does not appear to have advanced over time. In fact, the passage of time may only exemplify the apparent futility of trying to use one word, "natural," to express consumer expectations for the cultivation, processing and marketing of food products. In the face of the significant regulatory issues facing FDA and USDA, there would seem to be no compelling reason for either agency to act now to define "natural." The reality of priorities and resources is as real today for food safety monitors as it was at the passage of NLEA. As the USDA has comments pending for "natural" and "naturally raised," FDA is unlikely to act independently of the protein side of the food supply.

Until a current or future proposal and comment rulemaking process settles the discussion, consumers and regulators should expect advertisers to provide appropriate disclosures of the factual basis of their "natural" claims. With principal display or ingredients panel information, consumers can evaluate the stated basis of the claim and make their own reasoned purchasing decision. In any event, any producer who wants to make a claim of "natural" should proceed with an awareness that a range of definitions are in play, and an abundance of challengers are watching…naturally. pf



Mark S. Hostetler is an attorney at Husch Blackwell Sanders LLP: Mark.Hostetler@huschblackwell.com.


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Good Private Label Starts

The Nielsen figures are out and once again they show that private label is growing. Sales of store brands at supermarkets last year climbed to nearly $50 billion for an increase of $3.5 billion. Unit market share surpassed 21% and dollar share hit a new high of 17.1% It should be no surprise, since polls show that more than 40% of consumers now say that they are frequent buyers of private label, compared to 16% fifteen years ago.



Not Your Father's Generics Anymore

Of course, today's store brands don't in any way resemble the black and white generics of the 1980's. Today's private label products combine sophisticated product concepts with attractive packaging. Take a walk into Kroger, Safeway, Whole Foods, Trader Joe's, Wal-Mart or Target, to name just a few retailers, and you see what store brands mean.





The Importance Of Ingredients

Today's store brands, however, depend on good ingredients. Without the best raw materials, retailers cannot hope to make consumers happy. That's the challenge, too: maintaining a steady stream of good ingredients, good packaging, and good product ideas. Whether it is omega-3 or gluten-free, the growth of private label will require a close working partnership of manufacturers and suppliers.

The Opportunity Of The Year May Be A Trade Show Away

If you are not already working with retailers and manufacturers making private label products, then PLMA's 2008 Private Label Trade Show can open the door for you and your company. If you are involved in private label, then PLMA's 2008 Show can expand your business and bring you new contacts.

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See Food Master-*INGREDIENTS*, p. 98-99

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Special Section of *Prepared Foods*

NUTRA Solutions

June 2008

SOLUTIONS FOR THE DEVELOPMENT AND MARKETING OF NUTRITIONAL PRODUCTS



Diving Into DIGESTIVE HEALTH Issues

- Is Beauty Only Skin-deep?
- Krill Phospholipids Go GRAS
- EPA, DHA and Cognitive Health
- New (Old) Bone Health Ingredient
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See Food Master-*INGREDIENTS*, p. 136

Ganeden *Improving Quality of Life*™

Diving into DIGESTIVE HEALTH Issues

Marketing products for digestive maladies (such as IBS, bloating, diarrhea, etc.) can be difficult, when the public is still becoming educated on the subject. Ingredients such as soluble and insoluble fibers, inulin, prebiotics and probiotics, live cultures and resistant starches can be incorporated into foods to help the more than 70 million Americans who suffer from bowel disorders feel better and healthier.



Although yogurt products are taking up more shelf space at the supermarkets, consumers are only gradually becoming aware of the nature of the health benefits of pre- and probiotic ingredients.

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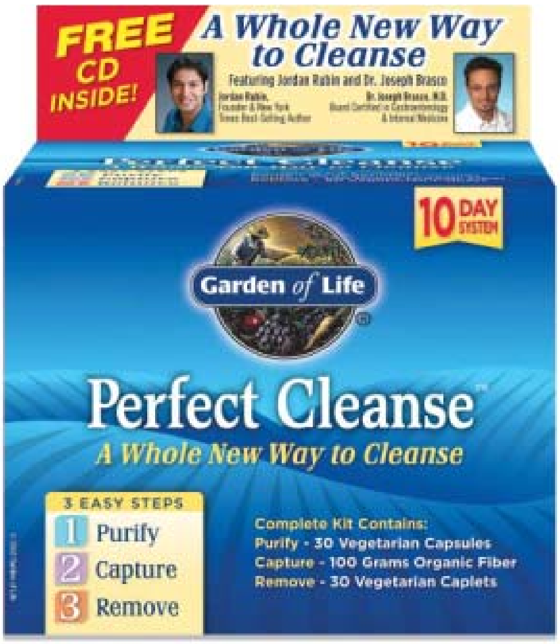
Ginny Bank, Contributing Editor

Consumer education plays a key role in the marketing and sales of most condition-specific products. For some of these items—like those for heart or bone health, the message to consumers is relatively clear. Educating consumers on digestive health, however, has numerous hurdles.

The highest of these is simply that it is an uncomfortable topic. For most people, gastrointestinal disorders are not the subject of a friendly conversation with anyone other than their doctor. The vocabulary alone, which includes diarrhea, constipation and Irritable Bowel Syndrome (IBS), to name a few conditions, can send people running in the other direction. The terms free radicals, osteoporosis and LDL cholesterol are simple when contrasted to many long Latin binomial names, such as *Lactobacillus acidophilus* and *Streptococcus thermophilus*, which are hardly pronounceable to most, never mind memorable.

Other scientific terms, such as short-chain fatty acids, fructo-oligosaccharides and the confusing terms "prebiotics" vs. "probiotics" are not much easier to understand and retain. Finally, with the ubiquitousness of antibacterial products in the market, the term "bacteria" has only negative connotations. As a result, the term "good bacteria," which is really at the heart of proper digestive health, sounds like an oxymoron to most consumers.

Unfortunately, there are millions of people who need a more-than-cursory education on digestive health. According to the National Digestive Diseases Information Clearinghouse, over 70 million Americans suffer from some type of digestive disorder that interferes with work and life. The International Foundation for Functional Gastrointestinal Disorders (IFFGD) reports that 25% of the U.S. population suffers daily from a functional gastrointestinal (GI) malady. These ailments are defined as disorders that are a result of an altered physiological function (the way the body works) rather than an identifiable structural or biochemical cause. Therefore, functional GI illnesses are often very difficult to diagnose by examination, X-rays or laboratory tests. They are also the most common types of digestive complaints in society, and the category includes afflictions such as IBS, dyspepsia, chronic diarrhea



For most, the vocabulary associated with gastrointestinal disorders does not lend itself to friendly conversation. Perfect Cleanse, a digestive health product from Garden of Life, notes that it "provides cleansing without harshness and works naturally with your body's normal detoxification processes to support healthy functioning cells, organs and systems, including the digestive tract, to contribute to overall health."

PHOTO COURTESY OF PRNEWSFOTO/GARDEN OF LIFE INC.

and constipation. They are so common that, according to the IFFGD, workplace absenteeism due to functional digestive disorders is second only to the common cold. In fact, that common cold might also be a result of a poorly functioning digestive system.

While the primary functions of the GI system are to digest food and absorb nutrients, a little-known fact is that the GI system is the largest immune system organ in the body and home to about 75% of our body's immune cells. The benefits of a highly-functioning digestive system are surprisingly extensive—from supporting the nervous system (our gut contains more neurotransmitters than our brain) to preventing allergies to reducing the risk of certain cancers.

These are the salient statistics that support the potential for explosive growth of digestive health products. Armed with an abundance of good science and improved technology for stabilizing, incorporating and processing digestive health ingredients into more types of foods, food scientists can now transcend the usual food matrices for digestive health ingredients. The traditional products, such as yogurt and other cultured-milk foods, can soon be joined by highly efficacious products that not only improve digestive health, but also overall health.

Probiotics—The "Right" Bugs

Although yogurt products are taking up more and more shelf space at the supermarkets, and the term "live cultures" is prominently displayed on their labels, most consumers do not know exactly what ingredients in yogurt make it such a healthy food. These live cultures are various strains of "good bacteria" that also are found living comfortably and productively in the gut. This relationship is the quintessential example of symbiosis, as these good bacteria provide enormous benefits to people, their host. These microorganisms perform a number of essential functions, the most important being the fermentation of indigestible carbohydrates, the by-product of which is the production of short-chain fatty acids (SCFAs). SCFAs have been correlated with a reduced risk of IBS, inflammatory bowel disease, cardiovascular disease and certain cancers. SCFAs also affect blood glucose and lipid levels; decrease the pH of the gut, improving mineral absorption; and help regulate immune responses.

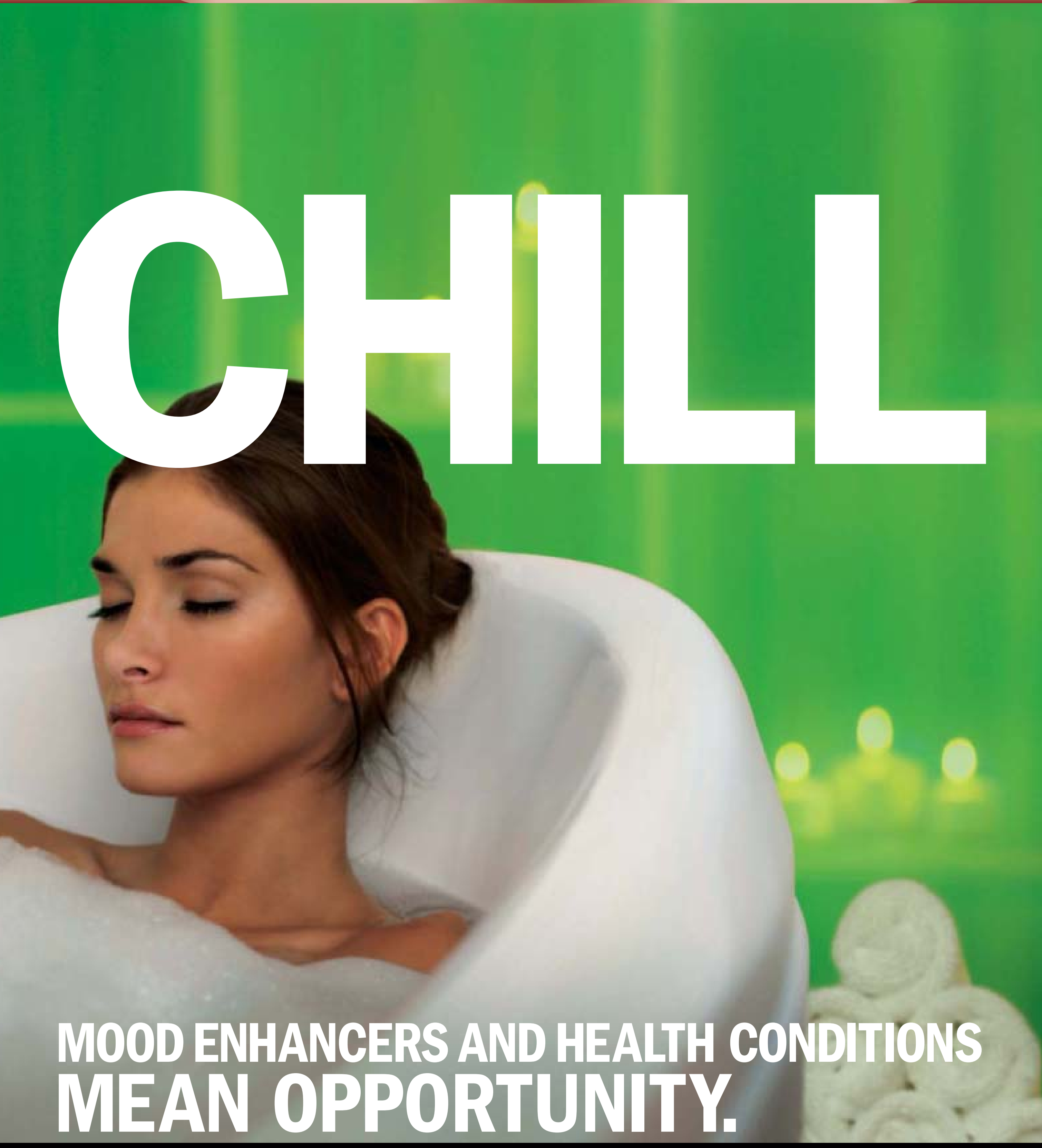
"Good bacteria" may also inhibit the growth of "bad" bacteria. Many factors, such as a poor diet, antibiotic use, stress, age and lack of exercise, can upset the balance between the beneficial and harmful bacteria, resulting in many common digestive complaints. Re-establishing an optimal microflora balance can be achieved by consuming "good bacteria," in the form of probiotics from food products or supplements.

Digestive enzymes are secreted naturally in the body to help break down certain types of foods so that they can be properly absorbed. Digestive enzyme supplements are often recommended to help digestive disorders and overall nutrition. The dosage is dependent upon the quantity and type of food. Within the food industry, lactase is used as a processing enzyme that creates reduced-lactose milk products for consumers.

Helpful Enzymes

Enzyme Name	Helps Break Down:
Amylase	Carbohydrates, starches and sugars
Lactase	Lactose (milk sugar)
Diastase	Vegetable starches
Sucrase	Complex sugars and starches
Maltase	Disaccharides to monosaccharides (simple sugars)
Invertase	Sucrose
Glucoamylase	Starch to glucose
Alpha-galactosidase	Beans, legumes, seeds, roots and soy products
Protease	Proteins found in meats, nuts, eggs and cheese
Pepsin	Proteins into peptides
Peptidase	Small peptide proteins into amino acids
Trypsin	Proteins
Alpha-chymotrypsin	Proteins
Bromelain	Proteins
Papain	Proteins
Lipase	Fats from dairy, nuts, oils and meats

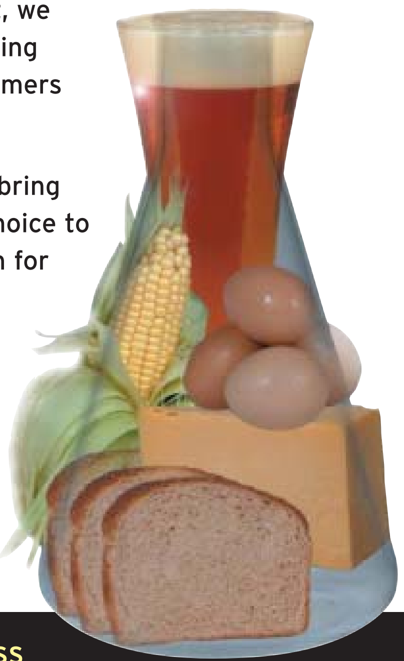
Source: Adapted from Enzymestuff.com, an independent site for education and information about digestive enzymes


CHILL
MOOD ENHANCERS AND HEALTH CONDITIONS
MEAN OPPORTUNITY.



Enzyme Development Corporation – Reliable, Technical, Customer Driven

- Enzyme Development Corp. has been helping our customers develop new uses and applications for enzymes for nearly 50 years.
- Our areas of expertise include food applications, agriculture and animal feeds, brewing & potable spirits, fuel ethanol, pulp and paper production, and textiles.
- We are specialists in aqueous extraction of enzymes as well as blending liquid and powder enzyme preparations.
- In addition to our own plant, we have worldwide manufacturing alliances to serve our customers anywhere in the world.
- These alliances allow us to bring our customers a world of choice to find the best enzyme match for their application.



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Add a LITTLE FISH

MEG-3®
trust the source®

The little fish for a **BIG MARKET**

Omega-3: Consumer Awareness is High, Consumer Demand is Growing Rapidly

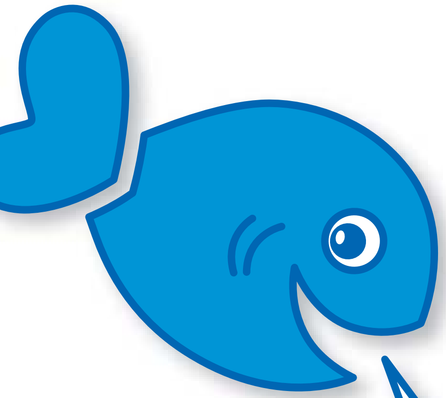
No one needs to tell you about the consumer trend to healthier foods over the past several years. But did you know that one of the healthiest ingredients consumers can ingest is Omega-3 from fish oil? Consumers know about Omega-3, they know that it is good for them, and they know that fish oil is the best source.

- 95% of North American consumers are aware of Omega-3
- 89% of them associate Omega-3 with fish oil

In just a few years, consumer awareness has driven substantial growth in the Omega-3 fish oil market.

- The fish oil supplement market has grown by 30% every year for the past five years
- This market tends to be in a higher income bracket with the means to spend a little more on healthy alternatives for their families
- The number of food products with Omega-3 introduced to the market has more than doubled in the past three years

As consumer awareness and education grow, the market for fish oil based Omega-3 will continue to grow right along with it.



89% of consumers associate Omega-3 with FISH OIL.

The number of food products with Omega-3 introduced to the market has more than DOUBLED in the past 3 years.

ALL OMEGA-3s ARE NOT CREATED EQUAL

Only Omega-3 EPA and DHA from Fish Oil Provides a Complete Health Solution

Omega-3 is an essential nutrient that is made up of polyunsaturated fatty acids. The two main components are EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid).

Together, these nutrients form key building blocks in the development and maintenance of healthy cardiovascular, cellular and neurological systems. In short, every cell in your body uses them to help you stay healthy.

- The human body cannot produce EPA and DHA on its own
- People have to consume it from outside sources
- Only Omega-3 from fish oil contains both EPA and DHA

There are other sources of Omega-3, but they are not as beneficial to human health:

- Flax seed and other plant sources contain only alpha-linolenic acid (an Omega-3 fatty acid) which must be converted by the body into EPA and DHA
- It is virtually impossible to consume enough plant-based Omega-3 to receive any significant health benefit (the body converts only 0.31% of ALA into EPA and DHA)
- Omega-3 from algae contains only DHA so it is not a complete source of Omega-3

EPA and DHA work together to provide the superior health benefits consumers are looking for. DHA alone does not.

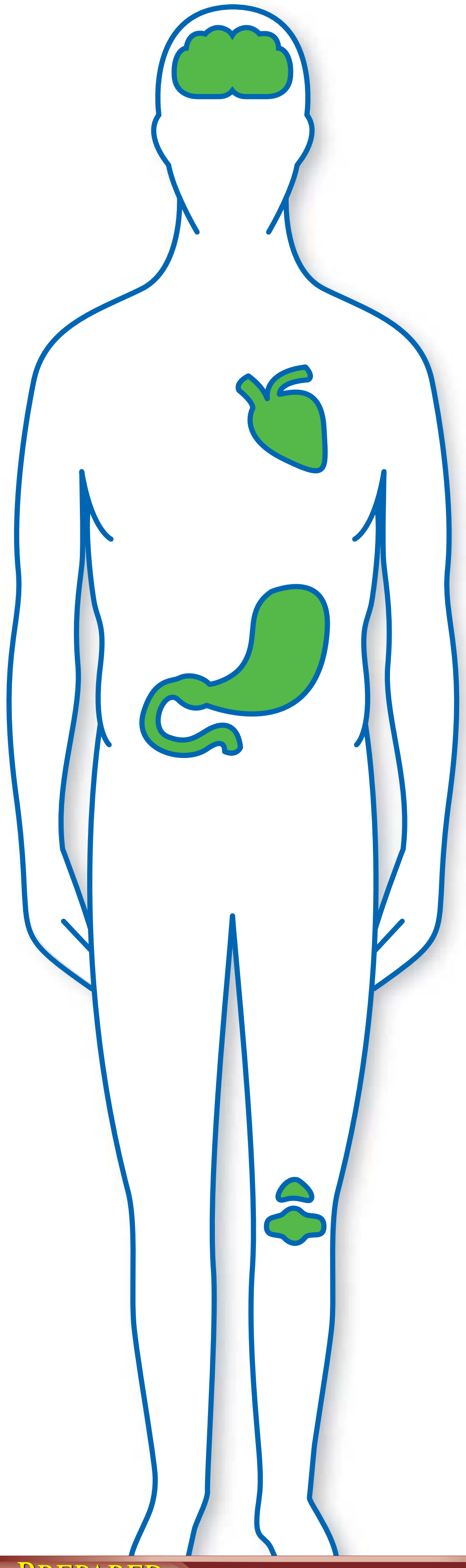


EPA and DHA: The “Super Nutrients” for Super Health

More than 8,000 research publications support the numerous health benefits of EPA and DHA from fish oil Omega-3.

- DHA helps make the cellular building blocks for the normal development of the eyes, brain and nervous system of fetuses and infants
- EPA becomes more important after age 2 in cognitive function and heart health
- Together, EPA and DHA provide health benefits at every life stage

Health and Wellness for the Whole Family



Studies indicate that EPA and DHA from fish oil:

- Help build and maintain cell membranes throughout the body
- Help build and maintain a strong nervous system
- Help build and maintain a healthy heart and cardiovascular system
- Aid in the normal growth and development of the brain and eyes
- Contribute to good overall health and wellness throughout life
- Helps reduce nutritionally-induced chronic inflammation

Brain Health: Cognitive Health & Development

Research indicates that Omega-3 from fish oil containing EPA and DHA positively affects:

- Normal development of the brain, eyes, and nervous system of fetuses and infants
- Cognitive and learning development in infants
- Cognitive function in all life stages
- Alzheimer's disease

Brain Health: Mental Well-Being & Mood

Research suggests that EPA and DHA from fish oil leads to improvements in:

- Depression
- Postpartum depression (PPD)
- Bipolar disorder
- Schizophrenia
- Attention Deficit Hyperactivity Disorder (ADHD)

Heart & Cardio-vascular Health

Research suggests that EPA and DHA combined:

- Have a beneficial effect on heart rate, a major risk factor for sudden cardiac death
- Help prevent the build up of plaque on the artery wall
- Reduce the risk of developing arrhythmia, a factor in sudden cardiac death
- Reduce triglyceride levels, a risk factor in coronary artery disease
- Reduce chronic inflammation in the heart and blood vessels
- Reduce the risk of developing angina, heart attack and stroke

Anti-Inflammatory: Joint Pain & Digestion

Research indicates that EPA from fish oil:

- Helps reduce joint tenderness
- Helps reduce the duration of morning stiffness
- Alleviates symptoms of ulcerative colitis, an inflammatory bowel disease

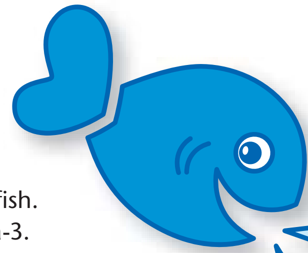
Research references available upon request

THE VERY BEST SOURCE OF OMEGA-3 SWIMS IN THE SEA

But We're Not Eating Enough Fish

The best source of Omega-3 EPA and DHA is oily fish like mackerel, anchovies and sardines. But most North Americans don't eat enough fish. That means we're not getting enough Omega-3.

- The typical North American diet includes fish just once in every 9 days. This provides only 130 mg per day – well under the recommendation of 500 mg per day
- 50% of Americans do not eat any fish in a given 7-day period



EPA is **THE** most potent natural anti-inflammatory.

It reduces inflammation in joints, tissue, the cardio-vascular & nervous systems, and at the cellular level.

Other Fundamental Changes in the Western Diet

As we have decreased our consumption of fish, we have made other fundamental changes to our diet as well. The foods we eat simply don't contain enough natural Omega-3. We have also dramatically increased our consumption of vegetable oils. These oils contain Omega-6 fatty acids which represent a risk factor for many diseases and health conditions.

- In the early 20^{th} century, the ratio of Omega-6 to Omega-3 was around 3 to 1
- Today the ratio of Omega-6 to Omega-3 is a whopping 25 to 1

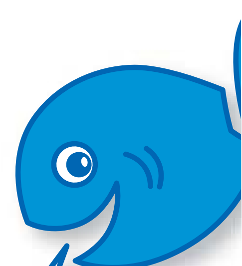
While Omega-6 is a necessary nutrient for the human body, if left unbalanced by Omega-3, it can lead to chronic inflammation in many of the body's systems.

Consumers Are Looking to Restore the Natural Balance

Most consumers know that our diets are out of synch. That's why they're turning to healthier choices in what they eat. That's why they're turning to EPA/DHA Omega-3 from fish oil. EPA and DHA counter-balance the effects of Omega-6 fatty acids. In fact, EPA is the most potent natural anti-inflammatory. It reduces inflammation in joints, tissue, the cardiovascular and nervous systems, and at the cellular level. The closer consumers can get back to that natural 3:1 balance, the better off they'll be.

The Goodness of Fish Without the Fishy

There is a huge market for Omega-3 food products. Many consumers want the goodness of EPA and DHA from fish oil, but they and their families don't want to take supplements. Research indicates that they would take Omega-3 if it was in the foods they already enjoy, from the brands they trust, with the same great taste.



There is a HUGE MARKET for Omega-3 food products.

Research indicates that consumers would take Omega-3 if it was in the foods they already enjoy, from the brands they trust.

MEG-3® – The Right Source of EPA and DHA for Today's Lifestyles

MEG-3®
trust the source®

We have developed MEG-3®, a powdered Omega-3 food ingredient made from fish oil. MEG-3® is manufactured using our exclusive Powder-loc™ technology.



MEG-3® is already in many consumer food products under some of the world's biggest brands.

The easier it is for consumers to get the Omega-3 they want, the larger the market will grow.



POWDER LOC™

Powder-loc™ uses our patented double shell protection, to make a free flowing, dry powder with a unique molecular construction.

- Locks in the health benefits of Omega-3
- Locks out even the slightest hint of fishiness
- No impact on taste, smell or texture of your food product
- Can be used in a wide range of food processing applications

It's already in many consumer food products - milk, yogurt, bread, spreads, tortillas, baby food, orange juice, and a wide range of other major brand name products.

These brands know that Omega-3 foods are predicted to become an even larger multi-billion market in the next few years. Because the easier it is for consumers to get the Omega-3 they want for themselves and their families, the larger, and faster, the market will grow.

MEG-3® – The Brand Your Consumers Can Trust

Our MEG-3® brand icon is a friendly little fish named Meg, and consumers are recognizing her on many of their favourite foods. But her real strength is in what she represents:



THE BEST SOURCE OF OMEGA-3:

contains both EPA and DHA for maximum health benefits

THE PUREST SOURCE:

highest quality available – purer than eating fish right out of the ocean

MOST RELIABLE SOURCE:

we maintain two manufacturing facilities so you're assured of a reliable supply

AN OCEAN OF FISH:

our source fish come from one of the most productive, most protected and most reliable fisheries in the world

BRAND POWER:

we will work with you to combine the power of our brands through message development, co-operative marketing and regulatory support

MEG-3® "A LA CARTE": WILL YOUR FOOD PRODUCTS BE FRONT & CENTRE?

Consumers are learning that no single serving of Omega-3 fortified food will give them their entire daily recommended amount of EPA and DHA – just like one glass of milk won't provide them with all the calcium they need. The health benefits come from having a variety of Omega-3 EPA and DHA enriched foods to reach the recommended daily intake.

That's why the "big fish" are putting Omega-3 in more of their food products. If you don't already have a line of Omega-3 products, there's a good chance you're lagging behind your competition.

- More MEG-3® foods mean consumers can fill their cart for the healthiest diet they seek
- Creating a portfolio of foods with MEG-3® means consumers will buy more of your products
- Beat your competition for share of stomach and meal events
- Dominate shopping basket share
- To keep up with the big fish and consumer trends, it's time you add a little fish to your food products

ADD A LITTLE FISH TO MAKE A BIG SPLASH

MEG-3® – Your Competitive Advantage

Only fish oil contains both EPA and DHA to provide your consumers with the maximum health benefits.

- Flax and other plants have only ALA which is poorly converted into EPA and DHA
- Omega-3 from algae contains only DHA so consumers aren't getting the anti-inflammatory benefits of EPA
- DHA does not work as well on its own as it does when EPA is present
- MEG-3® provides your consumers with what they're looking for: the purest, safest source of Omega-3 EPA and DHA from fish oil

With MEG-3® You'll be in Good Company

The consumer trend toward healthier foods shows no sign of letting up. As a matter of fact, most analysts see it growing even stronger over the next few years.

As the awareness of the benefits of Omega-3 become better known - especially the unique benefits of both EPA and DHA from fish oil – consumers will be looking for it on as many of their foods as possible.

- There's no easier way for consumers, and their families, to get EPA and DHA than to consume it in foods they already eat
- 30% growth per year for five years shows a booming market
- Today's savvy, big brand name marketers are putting MEG-3® in their foods and Meg on their packaging

If you don't have a line of Omega-3 products, you're lagging behind your competition.

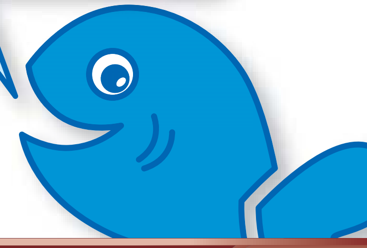
The consumer trend toward healthier foods will grow stronger over the next few years...

30% per year

for five years shows a booming market.

Add a little fish to watch YOUR market share grow larger.

MEG-3®
trust the source®



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Canada B2Y 4T6
T. 1 902 480 3200
F. 1 902 480 3199
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Short List of Digestive Health Ingredients

Class of Ingredient	Ingredient	Potential Health Benefit
Probiotics	Species and strains of *Lactobacillus* and *Bifidobacterium*; *Streptococcus thermophilus*	• Overall digestive health • Immune system modulation • Anti-colon cancer • Anti-allergy • Heart health • Urogenital infections
Prebiotics	Inulin, oligofructose, short-chain fructo-oligosaccharides, arabinogalactoses, galacto-oligosaccharides, polydextrose, polyols	• Overall digestive health • Immune system modulation • Bone health • Cardiovascular health
Fiber	Whole grains, barley, psyllium, vegetable gums, glucomannan	• Improves regularity • Lowers cholesterol
Resistant starches and dextrins	High-amylose corn, resistant corn dextrin, resistant maltodextrin, raw potato starch	• Overall digestive health • Immune system modulation • Blood glucose control
Synbiotic supplementation (prebiotics plus probiotics)	Inulin-enriched oligosaccharides, plus specific probiotic strains	• Bone health • Anti-colon cancer • Overall oxidative status

Source: Adapted from International Food Information Council Fact Sheets: *Probiotics and Prebiotics*. June 2006

The Food and Agriculture Organization of the United Nations (FAO) defines probiotics as "live microorganisms, administered in adequate amounts, which confer a beneficial health effect on the host." For the product developer, the biggest challenges in using probiotics are the "live" and "adequate amount" points of this definition, as these bacteria are not terribly stable. Efficacy can only be achieved if the probiotics survive through processing, shelflife and, finally, the stomach's pH level. Traditionally, dairy products have been used to deliver probiotics because of a more optimal pH for shelflife stability; they also buffer stomach acid, increasing the viability of the bacteria once it is in the gut.

Improved probiotic integrity means there will be new food applications for their delivery. From microencapsulation technology to inoculation methods that allow these bacteria to be added after heat treatment, manufacturers of probiotics are patenting ways to resolve the stability obstacles. In addition, research into novel probiotic strains with improved stability has also led to numerous patents. One example is the spore-forming bacteria *Bacillus coagulans*, which remains dormant and does not start growing until it reaches the body's intestinal tract. All this innovation has led to the use of probiotics in new applications such as bars, baked goods, juices and even chocolate.

Another vital consideration when formulating with probiotics is the choice of bacterial strain. Bacteria are categorized by genus, species and strain names. The sheer volume of information of the various species and strains can be overwhelming, even for microbiologists. Various strains of bacteria from the genera *Lactobacillus* and *Bifidobacterium* are most commonly used in probiotic products, but it is still not completely clear which strains elicit which health benefits. Current research in this area is also looking beyond these standard genera. One example of such research reported that strains from *Streptococcus* and *Leuconostoc* were the most potent inducers of cytokine activity, which is involved in regulating the immune response.[1]

According to www.USprobiotics.org, research published on one strain of probiotic bacteria does not transfer to another strain of the same species. In fact, strains of the same species may have completely different probiotic properties. Many manufacturers of probiotics have developed clinically tested, proprietary "designer" strains, or blends which target specific health benefits. Manufacturers are also performing research in specific food applications. For instance, one recent study reported that *Lactobacillus acidophilus L10*, when added to cheddar cheese, resulted in the formation and release of angiotensin converting enzyme (ACE)-inhibitory peptides, which may improve blood flow and blood pressure.[2] Such research adds yet another layer of complexity for the formulator, because the positive results of using one strain in one particular food application are not necessarily guaranteed in others.

Fiber: The Tried-and-true and the Up-and-coming

Fiber, both soluble and insoluble forms, is the most familiar ingredient for digestive-friendly foods. The majority of consumers are aware that dietary fiber is important for aiding regularity. Thanks to the FDA-approved health claims for certain forms of fiber such as whole grains, beta-glucans from oat and barley, and psyllium, consumers also know fiber is heart-healthy. There are more unfamiliar fibers also entering the market. One new player is glucommanan, a



A wide range of whole grains, from barley to oats and psyllium to glucomannan, can improve regularity.

PHOTO COURTESY OF NATIONAL BARLEY FOODS COUNCIL

soluble fiber from the Asian konjac plant. Supplementation of 4.5g/day of glucommanan was reported to work as a natural laxative by increasing stool bulk, promoting growth of lactic acid bacteria by decreasing pH and increasing fecal SCFA concentrations.[3] Vegetable gum fibers, such as acacia fiber and guar gum, also relatively new to the market, are often marketed as effective in the treatment of IBS.

Prebiotic Fibers

Many of the next generation of fibers also have a prebiotic property, a concept which basically means they feed the good bacteria. In addition to the established health benefits of fiber nutrition, prebiotic fiber is fermented by the good bacteria in the colon, producing those health-promoting SCFAs. By acting as fodder for only the good bacteria, prebiotic fiber stimulates their growth and, therefore, can result in the same health benefits as probiotics.

The prebiotic terminology is almost as confusing as that of probiotics. Prebiotics are found naturally in plants, but many commercial ingredients are further processed, with each level of processing allowing for lower recommended dosages. One unprocessed prebiotic fiber is inulin, a heterogenous mix of mostly fructose polymers of various lengths, found in plants such as chicory and Jerusalem artichoke. Enzymatic hydrolysis of inulin produces oligofructose, which are fructose polymers of smaller chain length (degree of polymerization <10). Inulin and oligofructose have been well-studied, and doses of 5-10g have produced dramatic, positive shifts in the composition of microflora in humans and can be used in the treatment and prevention of numerous intestinal disorders and diseases.[4] Natural fermentation of beet or sugar cane produces short-chain fructo-oligosaccharides, which are fructose polymers with a maximum chain length of only five units. These polymers are considered a more pure form of prebiotic fiber, with potential for greater health benefits, including enhanced immunity,[5,6] and clinically proven, improved calcium absorption, with as little as a 3g/day dosage.[7] There are also commercially available mixtures, such as inulin enriched with oligofructose, that have clinical studies supporting increased calcium absorption and improved bone density.[8,9]

Prebiotic fibers may also contain different sugar polymers, such as arabinogalactans extracted from the larch tree. Arabinogalactans have been shown to increase the production of SCFAs, and *in vitro* studies have also indicated they may stimulate the immune system.[10] A recent clinical trial using a novel mixture of galacto-oligosaccharides from milk reported that supplementation of 3.6-7g per day selectively stimulated growth of *Bifidobacteria* in the gut, as well as inhibited the adhesion of bad bacteria to the gut wall.[11] Other prebiotics include polydextrose and certain polyols.

Some of the most exciting prebiotic research is the area of "synbiotic supplementation," where prebiotics are combined with probiotics. The E.U.-sponsored Syncan Project evaluated the potential role of a combination of oligofructose-enriched inulin and *Lactobacillus rhamnosus GG* and *Bifidobacterium lactis Bb12* in colon cancer risk. The clinical trial was conducted in colon cancer patients and polypectomized patients (those who experienced

the removal of polyps). This synbiotic supplementation had numerous positive effects, including significant changes in fecal flora and a reduction in colorectal cell proliferation, which is linked to a high risk for colon cancer. The supplementation also increased secretion of interleukin 2 (an immune system signalling molecule) in the polypectomized patients and increased the production of interferon (a cytokine with antiviral, immunoregulatory and anti-tumor properties) in the cancer patients.[12] Another clinical study, using a combination of oligofructose and three probiotic strains, resulted in both improved gastrointestinal health and improved overall oxidative status of the volunteers.[13]

Resistant Starches

Another form of indigestible carbohydrates is called resistant starch, because it resists digestion in the small intestines. Resistant starches are found in foods such as beans, corn, green bananas and unprocessed whole grains and are considered a third type of dietary fiber, delivering the benefits of both soluble and insoluble fibers. Natural resistant starch may also have prebiotic properties: by producing SCFAs through their fermentation in the colon. Replacing flour with a natural resistant starch may provide added health benefits. A clinical study published in April reported that healthy subjects who ate bread enriched with resistant starch and barley fiber had improved glucose tolerance, lower inflammatory markers and increased satiety.[14] Animal studies have also linked resistant starch to reduced colonic and systemic immune reactivity.[15]

Will all this high-quality science translate into growth of digestive health products? Definitely. A successful digestive health product should be noticeably efficacious, offering consumers quick relief from their suffering. The number of clinical trials supporting the use of digestive health ingredients is providing formulators crucial parameters, such as the proper dosage, so that the product really works and consumers will continue to buy it. This is one of the main reasons the digestive health market continues to grow and is considered one of the hottest trends in the condition-specific market category, especially for the functional food industry.

One challenge will be reversing the taboo about publicly discussing digestive issues; another is educating consumers about digestive disorders. Perhaps some creative euphemisms will help consumers be rid of this negativity. After all, the California Dried Plum Board single-handedly changed the word for "prunes" to "dried plums" for a similar reason. NS

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On the Web: DIGESTIVE HEALTH

- http://digestive.niddk.nih.gov/index.htm — National Digestive Diseases Information Clearinghouse—a service of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), NIH
- www.usprobiotics.org — A non-profit research and education web site sponsored by the California Dairy Research Foundation and Dairy Food Culture Technologies

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Is BEAUTY Only Skin-deep?

Today's youth-driven culture has spurred consumers to learn more about the role antioxidants, vitamins, calcium, water and other substances have on keeping the youthful appearance of skin. This article touches on some tips developers can use when formulating products targeting skin health.

Colleen M. Zammer, Contributor to *New Products Magazine*



Well-informed consumers are using fresh vegetables and fruits to help ensure the health and beauty of their skin. Antioxidants play a key role in staving off early aging and certain diseases by combating inflammation and neutralizing free radicals.

The word "beauty" is often defined as "a quality that provides a sense of pleasure to the eye." Although the use of the term has been applied widely, and to the most inanimate of objects, it is most frequently used in reference to people and, particularly, women.

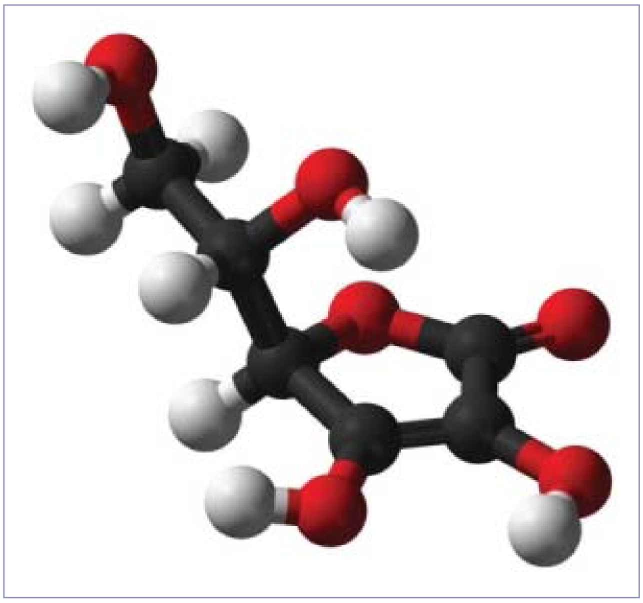
There is an entire global marketplace dedicated to the creation and maintenance of visible beauty, from cosmetics to hair care products and even cosmetic surgery, all of which are dedicated to enhancing or extending those beautiful qualities that are bestowed upon us at birth. The assumption is that being youthful in appearance is the epitome of beauty.

The most recent market segment dedicated to this cause has been referred to as "cosmeceuticals" or "nutricosmetics." However, neither of these names has any regulatory recognition or definition, and many marketers have recently resorted to calling this growing category simply "beauty from within." This essentially comprises products containing functional ingredients that are consumed, either in supplement or food and beverage form, to deliver some kind of visible benefit.

The Skinny on Skin

The primary area of focus for beauty products is our skin, as that is the largest organ of the body. Visually, at least, it is very susceptible to showing the signs of wear and tear that result from aging. Although most of us are painfully aware of what those signs are, the most common include wrinkles, as well as sagging, thinning, drying and discoloration of the skin.

The mechanisms behind these changes are multi-fold. As we age, skin naturally gets thinner, as the ability to produce new skin cells and to generate the proteins collagen and elastin—which form the tight skin matrix so often associated with youth—diminishes. When skin thins and these proteins break down, wrinkles and sagging result. In addition, thinner skin is less able to hold on to moisture, which can give skin a dry, translucent and papery look.



Water-soluble antioxidants, such as vitamin C that is found abundantly in citrus fruits, play a critical role in the generation of collagen, a key protein in skin that keeps skin taut and smooth.

PHOTO COURTESY WIKIPEDIA.COM

To add insult to injury, our skin is bombarded daily with reactive oxygen species (ROS), or free radicals, which are prone to attack healthy cells and trigger unhealthy proliferation which may lead to cancer. Primary sources of free radicals triggering accelerated aging include overexposure to UV rays from the sun (called photoaging), as well as pollutants, such as cigarette smoke and smog. Free radicals also are generated naturally by the most basic cellular functions of respiration and metabolism.

It would seem that our skin does not stand a chance with all those enemies lurking around every corner, and it is a wonder we do not all look decades older than we really are. What is one to do to gain a youthful skin appearance with the odds so heavily stacked against us? There are really only two basic approaches to good skin health: prevention of damage in the first place, or repairing damage that has occurred.

Thanks to the cosmetic and personal care industries, we are well-equipped to fight the signs of aging on the surface, with creams and cover ups that contain moisturizers and antioxidants. However, the latest thinking is that prevention and repair of skin damage may be most effective when approached from within the body. The theory is that healthy cells with strong defense mechanisms begin with proper nutrition, and additional supplementation can be effective to help repair existing damage.

Many of the same ingredients that have been used topically are now being formulated into consumables, with the promise that they can deliver the same results from the inside out. These ingredients fall into two main categories: antioxidant and anti-inflammatory agents and humectants or hydrating agents—all of which can be considered "anti-aging" compounds.

Radical Approach

To understand the rescue effects of antioxidants, we first need to understand the process of oxidation. Oxidation involves the removal of a hydrogen atom from a molecule, leaving a "reactive oxygen species," or free radical, looking to wreak havoc on other molecules within the body's cells. *(Another way to describe this process is that an electron is removed from the molecule, making it a free radical or an "electron receptor."—Ed.)*

There are many different classes of compounds that function as antioxidants to quell these reactions and keep cells intact. Many of these are plant-based materials (i.e., fruits and vegetables), and their function is based on the purpose they provide inside the plant. By quenching free radicals that are generated during growth, they protect the plant's cells from harm and mutation during their exposure to UV radiation from the sun.

Antioxidants can be classified as lipid-soluble or water-soluble. The solubility factor helps to determine where these antioxidants will function best. For example, vitamin E (and all of its tocopherol derivatives) is a lipid-soluble compound found in skin cell walls and, therefore, will target cell membranes to keep them intact and prevent them from rupturing. Sources of vitamin E include many nuts (such as almonds and peanuts) and seeds and seed oils (such as sunflower). Coenzyme Q10 also is lipid-soluble and can be found in cell walls, as well as inside the mitochondria of cells, protecting this important cellular



Eating vegetables is a natural way to help the body manage stress, aging and sickness. A good diet of vegetables and fruits helps skin cope with harsh environmental factors and helps to preserve a youthful, healthy appearance.

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engine and allowing it to effectively produce adenosine triphosphate (ATP). ATP is the energy source needed to keep cells healthy and regenerating, thus slowing the aging process.

Other fat-soluble antioxidants include carotenoids such as beta carotene, lycopene and astaxanthin. Carotenoids are most prevalent in red, yellow and orange vegetables, such as tomatoes and carrots, and they have been found to protect skin cells from UV damage when ingested. They are not claiming to be substitutes for sunscreen, of course, but an internal protection against free radicals generated when skin is exposed to the sun's rays.

Water-soluble antioxidants include popular vitamins such as vitamin C and niacinamide. Vitamin C, found abundantly in citrus fruits, plays a critical role in the generation of collagen, a key protein in skin that keeps our skin taut and smooth. Niacinamide, found in most meats as well as in peanuts and sunflower seeds, has been found to be responsible for the generation of new skin cells. This is critical to anti-aging; as surface skin cells are exfoliated, we need to have an ample supply of fresh new ones underneath to maintain opacity and glow. When production of new cells slows, the thickness of skin thins and appears more translucent.

A large and important class of water-soluble antioxidants is called polyphenols. These include resveratrol from grape skins and seeds, EGCG from green tea leaves, genistein from soybeans and pycnogenol from pine tree bark, as well as anthocyanins from berries. Polyphenols are potent antioxidants that combat free radical damage from UV exposure and inhibit or slow the growth of skin cell tumors.

Skin becomes thinner and more translucent as people age. Eating a diet rich in vitamin C, found abundantly in citrus fruits, plays a critical role in the generation of collagen, a key protein in keeping skin looking supple.

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Some studies have concluded that antioxidants found in apples help to reduce cell death caused by oxidative stress.

Polyphenols also play an important and unique role in inhibiting the activity of the enzyme elastase, which is responsible for the breakdown of the protein elastin. Elastin is present in the connective tissue of our body, and provides the elasticity that allows skin to stretch and resume its original shape. Reduction in elastin may result in laugh and frown lines, as well as skin sagging. Therefore, maintaining elastin by keeping elastase at bay is one of the best things we can do to maintain the appearance of our skin.

Glucosinolates are another form of antioxidants commonly found in green vegetables, such as broccoli and Brussels sprouts. One of the most well-known, sulfur-based antioxidants is called sulforophane, which has been shown to activate phase 2 proteins, part of our internal antioxidant system.

Many of these compounds also act as anti-inflammatory agents. Inflammation has many causes, but, with regard to skin, two of the major causes are overexposure to the sun (resulting in sunburn) and infection. Products packed with nutritional antioxidants from fruits and vegetables may have a dual benefit of protecting cells from oxidative stress and reducing the inflammation that is generated as a result.



Lonza's Nutritional Ingredients

Lonza expanded its nutrition business portfolio with FiberAid® prebiotic, an ingredient already well recognized for its digestive health benefits. FiberAid® prebiotic is Larch Arabinogalactan (LAG), a naturally occurring dietary fiber extracted from native Larch trees that grow in abundance in the United States. FiberAid® prebiotic is produced exclusively by Lonza using a patented water-based, solvent-free manufacturing process. FiberAid® prebiotic has a beneficial impact on the gastrointestinal system. FiberAid® prebiotic has beneficial properties such as high solubility, pH/temperature stability and low sensory impact make it easy to formulate into a wide variety of applications. FiberAid® prebiotic is certified Kosher and GRAS affirmed for foods and dietary supplements without limitations.

FiberAid® prebiotic Features and Benefits

When added to food products, FiberAid® prebiotic provides the following features and benefits.

Feature	Benefit
High fiber, 90%>	Excellent for boosting nutritional content and gastrointestinal health
Supports beneficial GI microflora	Enhance colonic health and maintain normal bowel function
Slow fermentation	Low flatulation potential
Cold water soluble	Excellent for bottled beverages
Low viscosity	Minimal impact on mouthfeel
Low impact on color, odor and taste	A fiber source with low sensory impact
Stable	Compatible in a variety of formulations with varying pH ranges, salt levels and processing temperatures
Moisture retention	Increased/stabilized shelf life, texture and freshness

Carnipure™ brand L-Carnitine

Carnipure™ is a special grade of L-Carnitine, manufactured by the Swiss life sciences company Lonza. Thanks to a unique production process based on fermentation, Lonza is the only manufacturer capable of producing L-Carnitine in a similar way to nature. Under the Carnipure™ brand, Lonza is offering not only Carnipure™ crystalline, which is 100% L-Carnitine, but also Carnipure™ tartrate. Lonza developed this non-hygroscopic alternative for solid and liquid applications in the early 90's (U.S. Patent 5,073,376 and other international patents). Carnipure™ tartrate consists of 68% L-Carnitine and 32% L-tartaric acid, which is the highest L-Carnitine concentration of any current commercially available non-hygroscopic salt form. Carnipure™ tartrate is self affirmed as GRAS for use in conventional foods. Both Carnipure™ crystalline and Carnipure™ tartrate are bright white, heat stable, highly water soluble and form colorless solutions. Products carrying the Carnipure™ quality seal on the packaging show the consumer that they contain pure Lonza L-Carnitine.

Niacin

Nicotinates (Vitamin B3) are essential vitamins available in the form of Niacin (Nicotinic Acid) and Niacinamide. Lonza is a leading producer of Vitamin B3 as Niacin and Niacinamide. Both Niacin and Niacinamide are used in dietary supplementation and animal nutrition. Niacin is also used to maintain healthy cholesterol levels. Lonza offers both Niacin and Niacinamide in different forms to meet the needs of the dietary supplements, food, pharma and animal feed markets.

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Formulations for the Ages

Water is, of course, the best defense against dehydration and dry skin, and there are many products on the market that are taking water to the next level—by adding many of the nutrients mentioned above as a complementary cocktail for skin. A caution to consider when developing beverage products for antioxidant benefits, however, is the stability of the nutrients added. Many antioxidants are sensitive to heat, light, pH and, of course, oxygen, rendering them less potent after processing than what may be intended.

Other factors to consider are solubility and compatibility in the matrix being used to deliver the raw material so that it can be absorbed and used by the body. Fat-soluble nutrients are best delivered in oil- or fat-based products, or at least in the fat-based portion of a product. As salad dressing targeted for skin care might not have as much marketing muscle as a nutrition bar or beverage, it is probably best to focus on adding the oil-soluble nutrients first, when developing and manufacturing the products. If there is no fat-based component in the formula, perhaps there will be the need to create an emulsion with the water phase and the oil-based nutrients to prevent separation.

It may be easier to formulate with water-soluble nutrients from a compatibility standpoint; however, there are still challenges to keep in mind. Resveratrol, for example, is a very powerful antioxidant for skin, but is only slightly water-soluble (it prefers alcohol), which means it may not be fully absorbed and utilized by the body. Perhaps a whole food source of resveratrol—such as grape skins or a complementary combination of polyphenols—would be more effective in the formulation. Stability is also a challenge, as illustrated by vitamin C, which is very soluble in water but extremely unstable. As such, formulators may need to add considerably more to the formula at the outset in order to ensure a healthy dose delivery at consumption. Alternatively, fortifying antioxidant-rich foods and beverages with extracts from fruits and vegetables can be a unique way to add back some of what may be lost in processing.

The good news in all of this is that nature has provided an abundant source of nutrients that can keep human skin protected against many of the environmental enemies that abound. Unfortunately, statistics show that the vast majority of consumers do not take advantage of the fresh fruits and vegetables that adorn the produce departments of local grocery stores. Here is an opportunity for food and beverage manufacturers to gain their share of the market that has been so well-developed by cosmetic companies to date.

Consumers already know that antioxidants are generally good for them and are prevalent in fruits and vegetables. As skin care products continue to tout antioxidant vitamins A, C and E, fruit acids and grapeseed extract, the connection with these ingredients to skin health is growing. By developing and marketing foods and beverages that leverage the same ingredients, consumers will catch on quickly that beautiful skin goes far deeper than the surface. NS

On the Web: COSMECEUTICALS

- wwww.PreparedFoods.com — Type "antioxidants" into the search field
- www.medicalnewstoday.com/articles/54690.php — Apples good for brain health
- www.ific.org/publications/factsheets/antioxidantfs.cfm — IFIC's fact sheet on antioxidants

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KRILL Phospholipids Go GRAS

"Krill" means whale food in Norwegian; they are small, shrimp-like crustaceans that are eaten by fish, birds and whales. One species, the Antarctic krill (*Euphausia superba*), makes up a biomass of roughly twice the world population of humans (500 million tons). Whales, seals, penguins, squid and fish consume over half of this each year. With the approximately 100-800 million tons that are annually harvested for commercial purposes (of several species of krill), there is some concern of over-harvesting.



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Although krill oil products have been on the market for awhile, one company has produced a stable, high-quality and affordable krill oil product called KO+TM. Produced by Enzymotec, KO+ is a high-grade extraction of phospholipids from krill biomass, fortified with omega-3-rich fish oil and marine-originated astaxanthin. "As dietary phospholipids have been shown to result in a different metabolic fate in comparison to triglycerides, it may be one reason that KO+ may be healthier for us than other fish oil products on the market," says Orly Farkash of Enzymotec.

Just recently, Enzymotec krill-derived lecithin, the major KO+ ingredient, was self-affirmed as GRAS, as Enzymotec notified the FDA of its GRAS status, and the FDA responded with "no questions." This may open up the possibilities of ingredient formulation, which may be helpful to the population Enzymotec is trying to target. Krill oil has been found to clinically improve measures related to metabolic syndrome. Metabolic syndrome has an increasing prevalence world-wide, affecting up to a reported 25% of the adult population. It is a major risk factor of vascular and heart disease, including glucose intolerance, abdominal obesity, high blood pressure and dyslipidemia (high triglycerides, low HDL-C and high LDL-C).

For example, in a multicenter, double-blind, randomized, placebo-controlled clinical study, krill oil (1-1.5g/day or 2-3g/day) vs. fish oil (3g/day) vs. placebo was studied in patients that had mildly high to very high blood cholesterol (194-348mg/dL) and triglyceride (204-354mg/dL) levels. The results found that following 90 consumption days, krill oil, at lower and equal doses, was significantly more effective in reducing LDL-C and triglycerides and in increasing HDL-C levels than either fish oil or a placebo. It was hypothesized that the unique composition of the krill oil—with the combination of omega-3-enriched phospholipids and with the antioxidant astaxanthin—may have contributed to its significantly different effect on blood lipids. NS

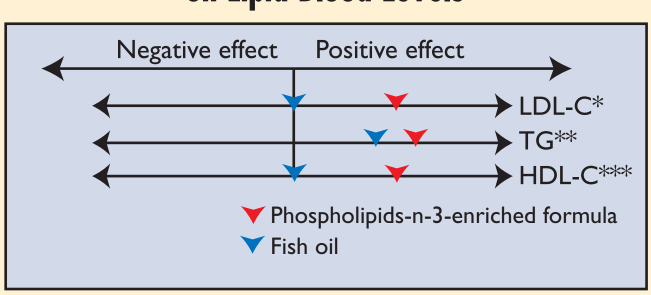
—*Kerry Hughes, Contributing Editor*

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Reference:

Bunca, R, et al. 2004. Evaluation of the effects of Neptune Krill Oil on the clinical course of hyperlipidemia. Altern Med Rev 9:420-8.

Comparison with Standard Fish Oil on Lipid Blood Levels



* LDL-C = LDL cholesterol
** TG = Triglycerides
*** HDL-C = HDL cholesterol

Source: Enzymotec

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EPA, DHA and Cognitive Health



Although the only health claim allowed by the FDA for eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) is for heart health, there are other benefits of these polyunsaturated fatty acids, especially in the area of cognitive health. After consumption, EPA and DHA are both distributed to every cell in the body, where they are involved in numerous processes. In the brain, they are known to modulate membrane properties such as elasticity, thickness and fluidity. They also modulate signaling cascades, gene expression, and immunity and inflammation through gene regulation.

One company looking into the cognitive role of EPA and DHA and how they relate to dietary intake is Hormel Foods Corporation. Dr. Chet Rao, sales and marketing manager for Hormel Specialty Products, explains that DHA is the most prominent fatty acid in the brain, retina and spermatozoa, and is necessary for vision, cognition and sperm motility. It is especially rich in the neurons and synapses of the cerebral cortex, where it occupies the number-two position of the membrane phospholipids. Rao explains that, among the mechanisms that explain their importance in the brain, "the entrance of DHA into the brain could correct DHA deficiency in membrane phospholipids in the cerebral cortex in patients with Alzheimer's disease, and EPA would counter the pro-inflammatory action of arachidonic acid, which is a precursor of cytokine and pro-inflammatory eicosanoids that may be associated with greater cognitive decline. The association of palmitic acid in the plasma cholesterol esters and phospholipids is of interest. This 16-carbon saturate is associated with thrombosis and the elevation of plasma LDL cholesterol that can lead to atherosclerotic obstruction. Both of these conditions could increase the tendency to develop dementia. Thus, EPA and DHA work synergistically to counter cognitive function decline with different mechanisms." For instance, in a recent report from the Framingham Heart Study, people with high levels of phosphatidylcholine DHA had a significantly lower (47%) risk of developing all-cause dementia than those who had low levels (Scharfer, et al., 2006).

Although the research on DHA and EPA is strong, there is still confusion about the extent of conversion of parent polyunsaturated fatty acids—in the case of EPA and DHA, alpha-linolenic acid (ALA). Theoretically, humans have the necessary enzymes to convert ALA to the EPA and DHA; however, a recent review argues that *in vivo* studies in people show that asymptotically equal to 5% of ALA is converted to EPA, and <0.5% of ALA is converted to DHA. In fact, by supplementing large amounts of ALA to the diet, it has been shown that there is a negligible effect of plasma DHA (Plourde and Cunnane, 2007).

Hormel has allowed the research on fish oils to help guide the company in developing proprietary dietary supplements and ingredients, under the brand Eterna®. These are low in the odorous and flavor components that are typically associated with fish, yet contain very high oxidative stability for longer shelflife. Hormel claims their patented formulations also provide synergistic effects of ultra-low cholesterol omega-3 fish oils and free plant sterols to provide a natural way to lower bad cholesterols and are used to develop application-specific ingredients. The main options for bioactive components are Eterna for Heart Healthy and Active Lifestyle, with high EPA and DHA levels for the combined effects of both EPA and DHA, and Eterna for Mental Well Being, with high levels of DHA. NS

—Kerry Hughes, Contributing Editor

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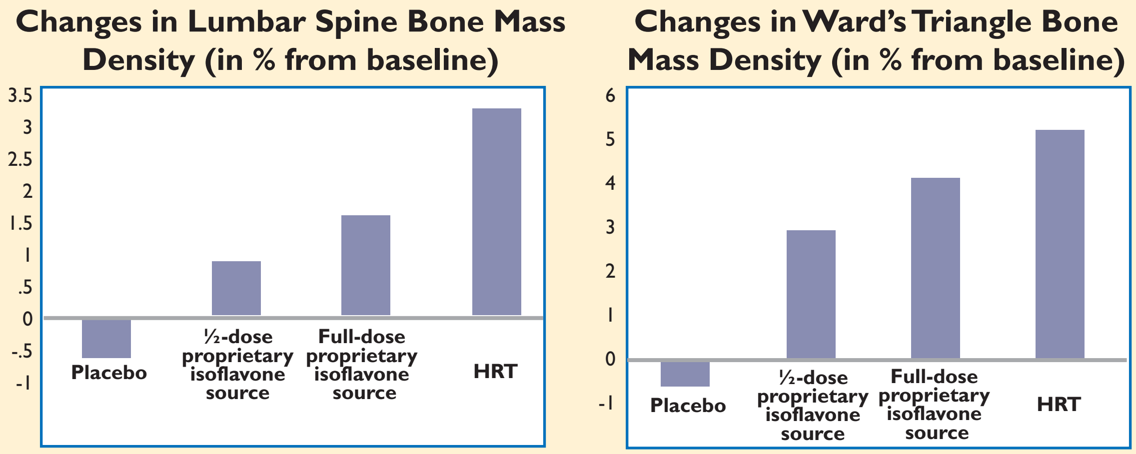
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Plourde M and Cunnane SC. 2007. Extremely limited synthesis of long-chain polyunsaturates in adults: implications for their dietary essentiality and use as supplements. Appl Physiol Nutr Metab. 32:619-34.



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New (Old) Bone Health Ingredient



Source: Ye, et al., 2006. Ye Y, et al. 2006. *Eur J Nutr*. 45:327-334

Isoflavones, the phytochemicals found in soy, are most well-known for their potential to reduce menopausal symptoms and decrease the risk of hormone-related cancers. However, osteoporosis prevention may end up being the crown jewel on the list of isoflavone's health benefits. The Baby Boomer population is aging, and the National Institute of Health predicts that one out of every two women and one in four men over 50 will suffer a fracture due to osteoporosis in their lifetime.

Two very recent meta-analyses of controlled, clinical trials concluded that soy isoflavone supplementation (90mg/day) significantly inhibits bone resorption, stimulates bone formation and increases spine bone mineral density (BMD) in menopausal women.[1,2] Three of the studies reviewed in these meta-analyses used SoyLife® as the isoflavone source (see chart).[3,4] Developed by Frutarom USA, the proprietary isoflavone source is a line of ingredients made exclusively from the soybean germ. Not only is SoyLife the highest natural source of isoflavones, its isoflavone ratio, which is higher in daidzein and glycitein, also differs from other isoflavone ingredients. This is important for bone health, as daidzein has been shown in animal studies to be more effective in preventing bone loss than other isoflavones.[5]

Positive results in the studies prompted the USDA to fund the OPUS study (Osteoporosis Prevention Using Soy), a two-year, double-blind, placebo-controlled trial of over 400 post-menopausal women. This study combined the proprietary isoflavone source with 1,000mg of calcium carbonate and 400IUs of vitamin D. The results of the OPUS study were recently presented at the 7th International Soy Symposium and will soon be published in the *New England Journal of Medicine*. The OPUS study validated the previous research—a significant, protective effect on whole-body bone density can be achieved with daily isoflavone supplementation.

Based on these results, Frutarom has introduced Osteo-Life™, a proprietary blend of SoyLife, calcium carbonate and vitamin D. Laurent Leduc, vice president, business development and marketing for Frutarom USA, explains, "The New Osteo-Life blend was inspired by the OPUS study. This new blend reflects the exact dosage used by the group in the OPUS study showing the highest results." Osteo-Life and SoyLife can be used in numerous applications, such as cereals, bars, dietary supplements and juices. At the suggested rates of 450mg/day for SoyLife or 1,500mg/day for the Osteo-Life blend, the flavor influence in functional foods is negligible. "Frutarom's mission has always been to combine healthy and good-tasting solutions to our customers," adds Leduc. **NS**

— Ginny Bank, Contributing Editor

For more information:
Frutarom USA Inc. • North Bergen, N.J.
Jocelyn Mathern, R.D. • 952-920-7700
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[1] Ma DF, et al. 2008. Eur J Clin Nutr. 62:155-61.

[2] Ma DF, et al. 2008. Clin Nutr. 27:57-64.

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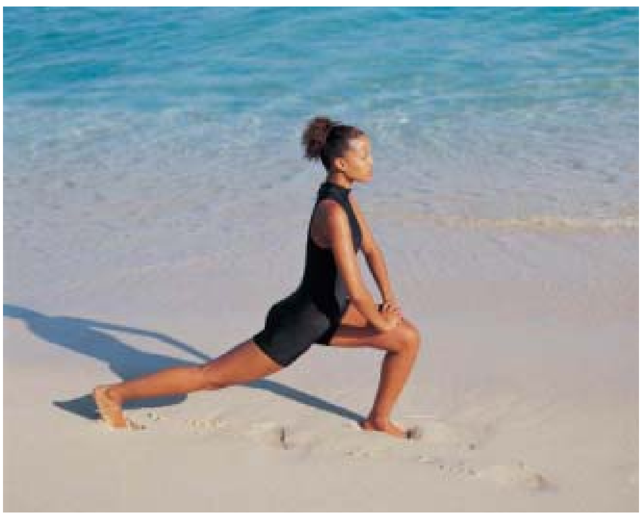
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A recent clinical study, published in the open access journal, *Nutrition & Metabolism*, shows a weight-management solution that reduces body fat and retains lean muscle. Prolibra® Weight Management Solution improved body composition by significantly reducing body fat, while retaining lean muscle mass. Prolibra is a patent-pending, all-natural, specialized whey fraction developed by Glanbia Nutritionals as a healthy solution to weight loss. Applications include nutrition bars, RTD beverages, powdered beverages, fruit beverages and smoothies, dairy beverages and snacks. The full study is available at: www.nutritionandmetabolism.com/content/pdf/1743-7075-5-8.pdf. Glanbia Nutritionals, 800-336-2183, www.glanbianutritionals.com

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An Uncommon Immunity

A natural, immune-enhancing ingredient was shown to reduce the incidence of fever and eliminated the need for study subjects to miss work or school due to cold-like symptoms. Wellmune WGP® supplement, from Biothera, shows the potential to naturally enhance the body's innate immune response to protect against and ameliorate the symptoms of the common cold. The double-blind, placebo-controlled study was conducted during the cold season with 40 healthy subjects, aged 18-65. Wellmune WGP is a natural carbohydrate that activates key immune cells, including macrophages and neutrophils, to quickly recognize and kill foreign challenges. It is claimed to engage the body's natural defenses to promote health, wellness and



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Looking Outside the Box

The food industry offers plentiful sources of ideas and inspiration for new product development efforts. Still, truly fresh ideas can sometimes be best obtained by looking to related industries. At the up-coming 2008 *Prepared Foods'* New Products Conference, John Venardos, vice president, Worldwide Regulatory & Government Affairs, Herbalife, will speak on the topic "Lessons Learned from the Natural Products and Dietary Supplement Industries." Herbalife's revenue has increased to $2.2 billion after double-digit growth for 16 straight quarters. Some 80% of the company's sales are derived from overseas. Venardos will discuss how, in the development of truly innovative products for health, a company must have the pulse of consumers, the regulatory environment and emerging science. For more information go to www.PreparedFoods.com/npc.

To Dye For

Some of the synthetic food dyes that are common in the American diet may actually help prevent cancer, according to a new study by researchers in the Linus Pauling Institute at Oregon State University. The findings run contrary to decades of suspicion about the safety of food dyes and could open the door to new ways to protect against cancer through selective use of appropriate dyes. In particular, the study found that two very commonly used dyes—blue #2 and red #40—offer a level of cancer protection in animal studies about equal to chlorophyllin, a compound that has been shown to decrease levels of aflatoxin-induced DNA damage in humans that have been exposed to high levels of this cancer-causing agent. Linus Pauling Institute at Oregon State University, www.lpi.oregonstate.edu

vitality. An abstract of the study is available at www.biothera.com/healthcare. Biothera, 651-256-4606, www.biothera.com

Omega-3 Claim Clarification

The following is a rewrite and clarification of a passage that first appeared on page NS7 of the March 2008 issue of *Prepared Foods*.

"At the end of 2007, the FDA made proposals, published in the *Federal Register*, to prohibit certain nutrient content claims for DHA, EPA and to make certain changes to claims for ALA omega-3 fatty acids. For DHA and EPA, the FDA is proposing that no specific nutrient content claims be allowed at this time. One possible option may thus be to state the factual amount of these fatty acids on the label, such as 'contains XXmg DHA (and/or EPA) omega-3 per serving.' For ALA, the FDA is proposing that its daily value be set at 1.6g per day. If so, a label claiming 'high source of ALA' would need, at a minimum, 320mg/ALA per serving and a claim of 'a good source of ALA' would require at least 160mg ALA/serving."

The reasons are complex but have much to do with the fact that, although the FDA recognizes that omega-3s in the diet are essential and deficient, they are not sure if the scientific data is conclusive enough to determine what represents an ideal intake of EPA and DHA omega-3s. "Until these issues are resolved, bakers should probably avoid making 'excellent' or 'good source' claims, when using DHA and/or EPA," advises Daniel Best, president, Best Vantage Inc. (See www.fda.gov/OHRMS/DOCKETS/98fr/cf0539.pdf.)

Note: Nutrient Content claims for "Excellent" are based on providing 20% of the Daily Value (DV); so, the DV (or Adequate Intake (AI), in the case of ALA omega-3) would be five times the level that allows a nutrient content claim.

Malnutrition Metrics

A recently published study (Black RE, et al. 2008. *Lancet*. 371: 243-260), estimated that that stunting, severe wasting, and intrauterine growth restriction from under nutrition all together "were responsible for 2.2 million deaths and 21% of disability-adjusted life-years (DALYs) for children younger than five years." Additionally, it was estimated that two micronutrients, vitamin A and zinc, are responsible for 0.6 million and 0.4 million deaths, respectively, and for a combined 9% of global childhood DALYs.

Clayton Ajello, managing partner, inlexo, says, "Approximately 20% of all deaths from malnutrition among children under five years could be eliminated with a twice annual provision of vitamin A supplementation. If you add a dose of zinc, it brings the percentage up to 33%." Most recent research suggests that some 20-30% of deaths among newborns could be eliminated with the provision of a single dose of vitamin A administered within two weeks of birth, he adds.

Vitamin Angels is a non-profit organization working in the area of childhood nutritional supplementation. For more information, www.vitaminangels.org, info@VitaminAngels.org, 805-564-8400 NS


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Greece is the Word

Greek cuisine is one of the oldest in Western culture and truly represents not only the classic, Mediterranean diet components, but also dishes of culinary subtlety and finesse. *Prepared Foods'* interview with chef John Matchuk of Grecian Delights offers an illuminating look at Greek cuisine and where it may be headed.

Barbara T. Nessinger, Associate Editor



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Dolmas, or grape leaves stuffed with ground lamb and long-grain rice, is considered a classic Greek dish.

Greek cuisine is one of the oldest, most classic cuisines known to Western society. Greek cooking is very diverse, and although there are many common characteristics, there are also differences among the culinary traditions within different regions of the country. Some dishes can be traced back to ancient Greece (*trahanas*, *skordalia*, lentil soup), while others hearken from the Hellenistic and Roman periods (*loukaniko*). Therefore, a full list of representative dishes is difficult to present. Greek influences on modern cooking are myriad and probably incalculable. *Prepared Foods* sat down with chef John Matchuk, R&D manager at Grecian Delight in Elk Grove Village, Ill. With 15 years in foodservice and the past 17 years in R&D, chef Matchuk's unique perspective on Greek cuisine, both past and present, encompasses classic Greek cooking; plus, his observations on the future of "Greek fusion" shed some light on the direction in which this timeless cuisine is currently headed.

***PF*: What influences shaped your love of Greek cooking, and where did you first learn to cook Greek cuisine?**
JM: "Chefs already have a broad perspective on all foods—I had a good grip on Greek classics already. Joining Grecian Delight gave me the opportunity to actually make things, or 'put stuff into a box,' and manage an R&D division. My work here has been a matter of refining, management and authenticity."

***PF*: How would you differentiate Greek cuisine from other Mediterranean cuisine?**
JM: "It is both difficult and easy to differentiate, as the cuisines of the Mediterranean overlap at the countries' borders. The result of this overlap is that some cooking techniques and/or ingredients from both countries seep into the border cuisines. It is currently more difficult to differentiate, as Greek cuisine is in a 'new version,' which uses fusion. The simple response would be to cite the universal use of olive oil, oregano, Feta cheese, olives, *phyllo* dough, cucumbers and eggplant, and garlic and lemon juice in so many Greek preparations. The recipes utilize simplicity (as in so many Mediterranean cuisines), and thus, the quality of the ingredients is key for them to work well. Of course, do not forget lamb, especially at Easter and springtime!"

(See charts, "Greek Seasonings and Common Ingredients—Botanicals" and "Greek Seasonings and Common Ingredients—Non-botanicals," for a complete list of commonly used Greek spices and ingredients.)

See Food Master-*INGREDIENTS*, p. IFC1

***PF*: How would you define Greek fusion cooking?**
JM: "Fusion is basically taking a classic dish, such as *melitzanes mousakka* (layers of seasoned ground [or minced] lamb or beef, sliced eggplant and tomato, topped with white *bechémal* sauce), and using an Asian eggplant rather than Greek eggplant. Or, it could be a new spice profile. It is the fusing of a new technique with old, classic ingredients. *Avgolemono* ('egg-lemon soup' traditionally consisting of chicken, red meat, vegetable or fish broth thickened with eggs, lemon juice and rice) might be given a 'fusion update' by using lemongrass instead of lemon. This would add more intense lemon flavor with other spice notes to create a trendier, Greek fusion dish."

JM: "The menu at Molyvos, in New York, is built upon the home-style cooking of Greece, with dishes elevated through the talents of executive chef James Botsacos. He prepares each of the authentic recipes using classical cooking techniques and superior ingredients available to him in New York, such as prime meats, greenmarket vegetables and day-boat fish. He then seasons the food with flavorful stocks and fresh herbs. Classics such as grilled, baby octopus, Cretan bread salad, *stifado* (game [rabbit, venison] stew with pearl onions, red wine and cinnamon), lamb *yuvetsi* (lamb casserole with *orzo*—tiny, rice-shaped pasta), and their special *baklava* all exhibit the quality difference in taste and presentation."

***PF*: How are traditional Greek seasonings such as oregano, paprika and lemon used in modern Greek cuisine?**
JM: "Basically, they are used very much as they have always been used. The modern, or new, Greek food is basically a function of technique and price points. The more you pay, the more likely it will be an interpretation of the classic version. Smoked paprika and, perhaps, preserved lemons could make an appearance, for example."

***PF*: What cooking techniques are commonly associated with Greek cooking?**
JM: "Grilling, braising, stewing and roasting are the most common techniques used."

Legend has it that the classic, Greek slow-cooking technique originated from the Klephts, who, lacking their own flocks, would steal lambs or goats and cook them in a sealed pit to avoid the smoke being seen. The Greek word *Kleftiko* translates roughly into "stolen meat."

***PF*: Are there any chefs or restaurants currently building reputations for creativity in the area of Greek cuisine? What sort of things are they doing?**

Greek Seasonings and Common Ingredients—Botanicals

Ingredient Name	Greek Name	Popular Greek Uses
Anise	*glykaniso*	Breads, biscuits, *ouzo*
Bay leaves	*dáfni*	Sauces, meat stews, baked fish and poultry, seasoning, dried fruits
Cinnamon	*kanélla*	Tomato and meat sauces, stews, cheese pies, sweets
Coriander/Cilantro	*koriandrón*	Fresh leaves, in bean and vegetable dishes; dried seeds, in sausages, pork, *pastoúrma* (dried beef)
Cumin	*kímino*	White and red sauces, sausages, meat stuffings for vegetables
Dill	*ánithos*	Sauces, stuffings, pickles, salads, soup and stews
Mahlepi (powder made from the kernels of a Persian cherry tree)	*mahlépi Tsouréki*	Easter bread, holiday cakes and cookies
Mastic (aromatic resin of evergreen shrub)	*mastiha Tsouréki*	Easter bread, cakes, pastries, sweets, liqueur
Mint	*menthe*	Red sauces, meatballs, rice stuffings, cheese pies, tea
Oregano	*rígani*	Meatballs, lamb, salad, fish, sauces, seasoning, dried fruit
Paprika	*páprika Souvláki*	Lamb and beef skewers, *pastoúrma* (dried beef)
Rosemary	*dendrolívano*	Roasted and grilled meats and fish
Rosewater	*rothonero*	Sweets
Orange flower water	*anthonero*	Sweets
Sumac (a ground, dried berry with a tart, lemony flavor)	*soumáki*	Grilled meats, stews, pita wraps
Thyme	*thymári*	Lamb, rabbit, fish, potato dishes

Source: Gilroy Foods and Spicetec

Greek Seasonings and Common Ingredients—Non-botanicals

Ingredient Name	Greek Name	Popular Greek Uses
Capers	*kápari*	Salads, stuffings, pizza topping
Cheese	*tyriá Mezéthes*	Appetizers, *tyrópitta* (cheese pie), casseroles, desserts
Honey	*méli*	Phyllo pastries; with vinegar in stews, vegetables and fish
Lemons	*lemónia*	Marinades, sauces, preserved in olive oil
Nuts (almonds, hazelnuts, walnuts)	*karýthia*	Cakes, cookies, phyllo pastries
Olive oil	*eliaólatho*	Cooking, frying, salad dressings
Olives	*eliés*	Olive oil, *mezéthes* (appetizers), salads
Yogurt	*yiaoúrti*	Marinades, stews, sauces, desserts

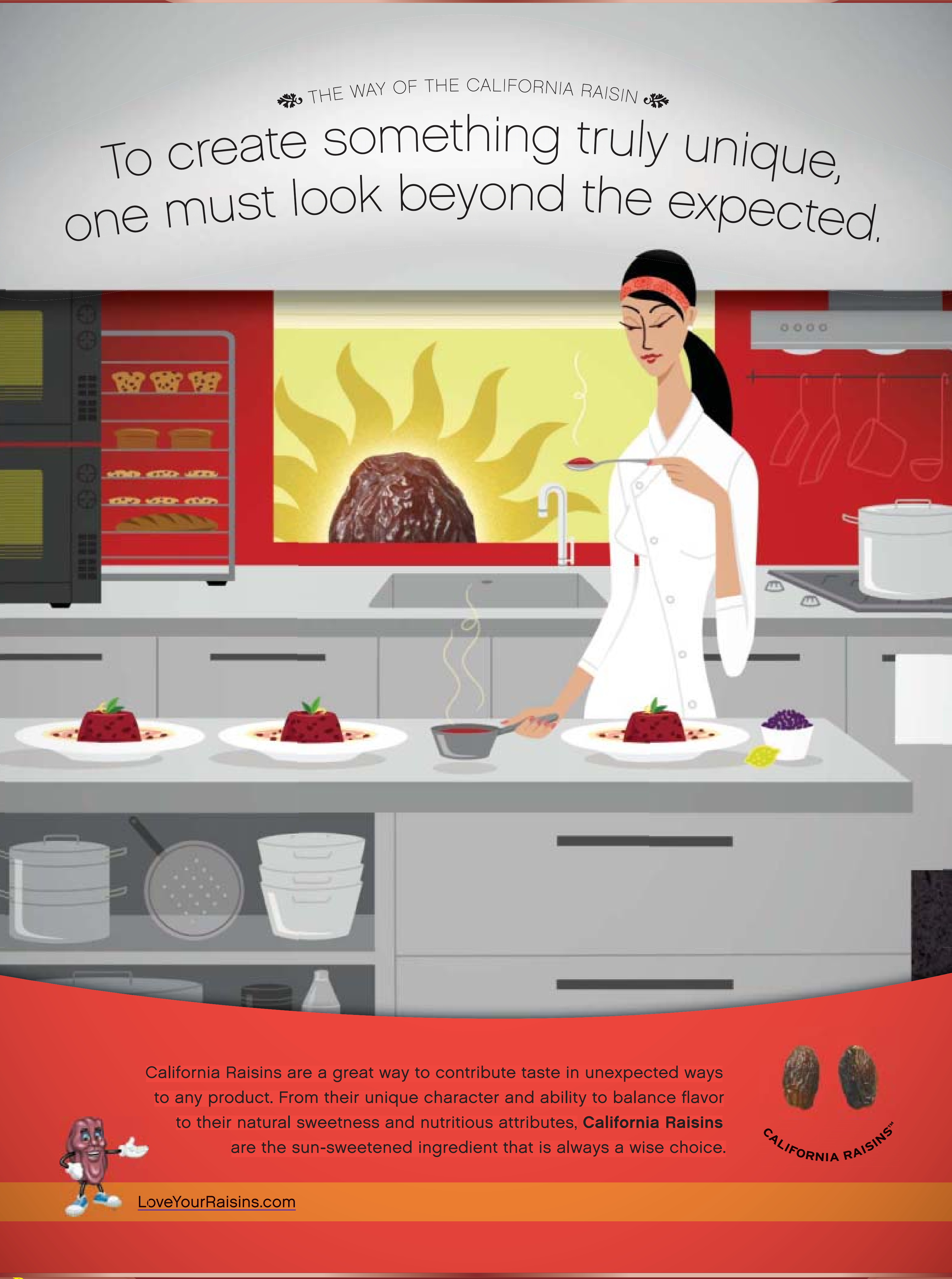
Source: Gilroy Foods and Spicetec

***PF*: Are there areas (geographic) of Greek cooking that are becoming more popular (such as the vegetarian dish, *Haniotiko Mpoureki*, from western Crete)? In other words, are more restaurants focusing on different types of Greek cuisine, based on the area from which they originate?**

JM: "If not today, then tomorrow. Focusing on a geographical area is usually a result of the passage of time and people's continual quest for 'something new' when they dine out. Twenty years ago, for example, Italian cuisine went to new regions—Tuscan, Northern Italian, etc. Chef Rick Bayless has done it with Mexican cuisine. An emerging 'hot' South American cuisine is Peruvian. It will happen eventually with Greek cuisine, and it will mainly be a consequence of marketing, plus boredom."

See Food Master-*INGREDIENTS*, p. 87


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***PF*: What are some of the health aspects of Greek cuisine?**

JM: "Greek food has excellent health benefits. It fits in squarely with the Mediterranean diet, of course. It is, however, always up to the end-user to limit the restricted or special foods at the top of the pyramid."

Studies in the 1950s found that residents of the Greek island of Crete had one of the lowest rates of heart disease in the world. This, of course, led to Mediterranean cuisine being almost synonymous with "heart-healthy."

In the landmark Seven Countries study, it was found that the men of Crete got only 8% of their calories from saturated fat—most of their diet consisted of vegetables, grains and olive oil, with a small amount of seafood, milk and cheese. Clearly, these men were not eating *moussaka* or gyros, both of which have as much artery-clogging fat as some fast foods. Conversely, some Greek classics, such as chicken, lamb or pork *souvlak*i, are among some of the heart-healthiest meals. It would seem that Greek cuisine is a mixed bag of healthy and not-so-healthy foods. However, the same study also found that the men of Crete had a much more active lifestyle than most Americans. With Americans' sedentary lifestyle and constant, dining-out mentality, it is wise to note that following the simple dietary rules of the Greeks can reap results, if, as chef Matchuk stated, the "end-user" takes responsibility for limiting the foods that are high in fat. pf

Website Resources:

www.greciandelight.com — Home of Grecian Delight Inc., a leading manufacturer and marketer of ethnic foods and services; website includes information on menus and recipes, merchandising, equipment and products

www.greekcuisine.com — A complete guide to finding Greek food and Greek cuisine; includes a Greek dining and restaurant guide, as well as cookbooks, recipes, spices and more

www.thatsgreece.com — Click on "food, drink" for a comprehensive history of Greek cuisine, a glossary of Greek food terms, vegetarian traditions, the Cretan diet and more

www.epi.umn.edu/research/7countries/overview.shtm — An overview of the Seven Countries study, of which Ancel Keys at the University of Minnesota was the principal investigator; links to the individual countries are provided

www.PreparedFoods.com — Scroll down the left side of the home page to the "Menu Development" section for information on restaurant trends

See Food Master-*INGREDIENTS*, p. 72

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On the National Menu

Ben Kenney, Mintel Menu Insights

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Brunch O'Clock

Eating brunch is an American tradition that many families love. In recent years, brunch has expanded from an eggs, meat and potato meal to something much grander. The meal's dishes can range from multi-ethnic cuisines to dishes that incorporate ingredients outside the realm of normal breakfast menus. This amalgamation of ingredients and dining types presents an authentic and unique experience for diners at the brunch table. Going to brunch gives diners an opportunity to get out of the house and share a meal with friends and family. In addition, it lets people take a chunk of the day to relax and enjoy food with friendly company.

Not only does the brunch opportunity free up a time that may otherwise be occupied, it is typically offered at a later time of day. Without needing to rise at the crack of dawn, diners can still catch breakfast later in the morning or mid-day. Those with a more demanding schedule can have lunch and move on with their plans, while those planning a lazy Sunday can do just that.

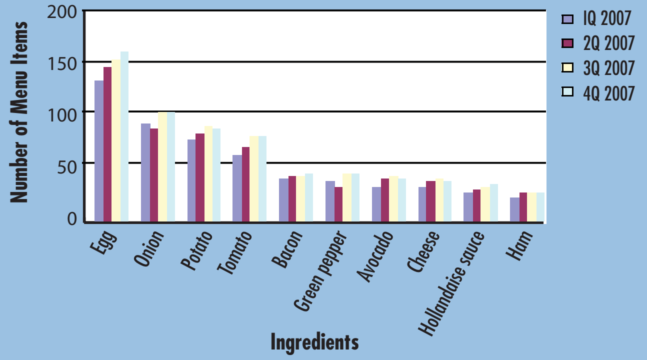
Egg dishes on brunch menus can range from sweet to savory to traditional American to multi-ethnic. Eggs Benedict, a classic brunch or breakfast menu item, can be creatively altered from its original serving preparation. It can have elements added to it, or be used as a base for many different brunch innovations. From smoked salmon Benedict to *chorizo* Benedict to crab cakes Benedict, Mintel Menu Insights has seen a great sampling of what can really be done with this classic dish.

Aside from the basic ingredients—egg, Canadian bacon and an English muffin—being altered or elaborated upon for Eggs Benedict, the hollandaise sauce can be switched around, too. Typically, hollandaise is an emulsion of butter, lemon juice and egg yolk, but other flavors can be added to provide spice or sweetness, depending on the desired effect.

Upstream, of Charlotte, N.C., serves Upstream Eggs Benedict with jumbo crab cakes, pancetta and watercress. Another diversion from traditional Eggs Benedict comes from First Watch, of Sarasota, Fla. Its coastal-inspired version (Eggs Benedict—Our Way!) combines poached eggs atop an English muffin served with a choice of ham, tomatoes, smoked turkey, avocado or fresh spinach.

First, The Egg

Top 10 Ingredients in Eggs Benedict by Quarter (1-4Q 2007)



Source: Mintel Menu Insights



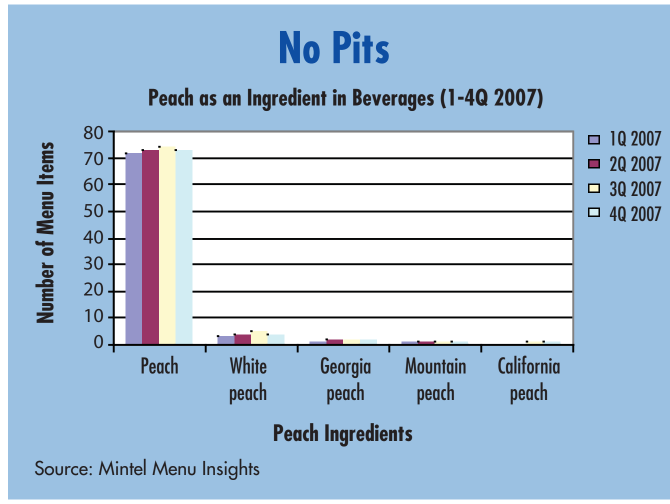
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Life's a Peach

Georgia peaches, white peaches, Saturn peaches—the peach is a sweet and juicy, fuzzy yet tender fruit that epitomizes refreshment—morning, noon or night. Peaches appear on all menus from breakfast to brunch, lunch, dinner and beverages. Whether a peach Bellini, a peach cobbler or peach pancakes, the fruit adds an undeniable sweetness to the meal. The flavorful and refreshing pairing of sweet or dry Champagne with pureed peaches serves as a compliment to many menu offerings for midday gatherings or brunches.

Maggiano's, of Chicago, serves a frozen peach bellini that blends Bacardi Limon, DeKuyper Peachtree Schnapps and sparkling wine. Chaya, of Los Angeles, serves a Bellini with Laurent-Perrier Champagne, orange peach puree and peach schnapps with fresh peach slices.

Peaches also appear on food menus. Hot Chocolate, of Chicago, serves Peach "Melba," its twist on the classic, with tree-ripened peaches and its own *brioche* bread pudding, raspberry cream caramel and raspberry sorbet. pf





See Food Master-*INGREDIENTS*, p. 160

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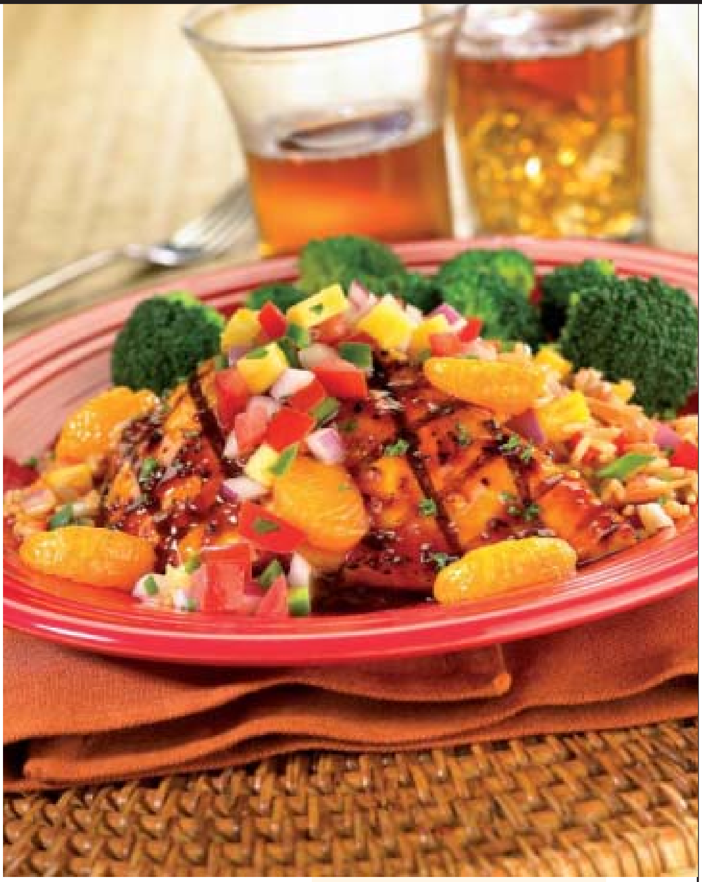


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Foodservice Shifts Towards Small Portions

The move toward portion control in restaurants has proven a challenge for many foodservice operators, as they struggle to reduce portions, while convincing consumers they are still getting value for their money. Overall, the tight economy, customers' perception of value, their emphasis on health and eagerness to experiment are the drivers of this trend.

Pat Dando, Contributing Editor



TGI Friday's was the first to use the small portion/smaller price positioning. Its Dragonfire Chicken is shown here.

Given today's economy, everyone is looking for value in their purchases. Restaurant expenditures are no exception—the price/value relationship in foodservice has always been a critical factor in an operation's success.

Value is in the eyes of the beholder and can be very subjective. To many, a large portion—a la The Cheesecake Factory—represents a second meal, and that makes the menu price a very good value.

To others, all of the "hype" about sensible eating and health issues has made them more conscious of their food intake. For years, dietitians have been preaching about asking for a doggie bag for half the meal, before it is served. Consumers have not exactly followed the words of wisdom.

Call it paranoia or simply a guilty conscience when it comes to obesity, but restaurant patrons are far more aware of their intake. They are asking for nutritional information, even at McDonald's.

The Economy of Health Trends

When considering the economy and health trends, a logical conclusion is that smaller portions will translate into smaller prices and make consumers feel good about their eating habits. McDonald's and many other QSRs have found that snack wraps are a popular way to attract consumers—and not only for snacks! The price is attractive and can often induce the purchase of two wraps as a single meal.

Many restaurants have been observing customers ordering appetizers rather than entrées for several years. There is great variety, and prices are not nearly as intimidating. A $30 or $40 entrée can be a turn-off, particularly if the restaurant patron is unfamiliar with the contents of the dish. The menu, or even an inadequate description of the meal by the waitstaff, also can be unconvincing.

Small portions are definitely on-trend today. At no time in our history has food been such a hot topic. Food-away-from-home is a social staple. People are dining out more than ever before, with nearly 50% of our food dollars being digested by foodservice.

Dining Dilemmas

Eating out is a way of life. It is a primary social event, as well as a necessity in most people's lives. In leisure times, the entertainment aspects of dining lead to experimentation and sharing. Choices are a necessity in everyone's lives. If one person wants steak, another may want crab or shrimp.



Applebee's new "Dessert Shooter" program offers both a taste treat and portion control.

Someone may want a spicy dish, while someone may want a bland meal; the variations are endless.

One solution to these issues is sharing foods. When diners experiment together, they create lasting memories and a bonding effect. Many people enjoy discussing the last meal they shared together, along with the latest movie. Smaller portions such as tapas, finger foods, snacks— whatever the name— create interest. There is also usually little risk involved.

There are times, however, when being a trend leader can lead to big trouble. This is exactly what happened to Ruby Tuesday—a casual dining chain based in Tennessee. Captivated by the health and nutrition wave in 2004, Ruby Tuesday's decided to cut portion sizes, but leave menu prices the same. Customers reacted quickly, and the chain suffered a 5% drop in sales in short order and still has not regained its momentum.

Even though the economy was good in 2004-2005, consumers were looking for value. The clear lesson learned is that taking away value results in loss of business. Whether consumers plan to eat everything on their plate or not, they want to see it on their plate.

Portion Proportion

The exception to the rule is that, if the portion size is reduced, then the price can be lowered; this is becoming an attractive alternative for many operators. Many chains and independents are offering smaller portions, often through the afternoon, but not at dinner. Smaller entrée salads are popular, especially with women.

Mini-dessert portions are all the rage, due largely to the inexpensive price tags. A small indulgence does not hurt the wallet or the waistline! Lettuce Entertain You has used this strategy for a few years, while P.F. Chang's recently introduced this feature.

Small portions of anything are great for smaller appetites, but they also allow for sharing and experimentation. Just as tapas started a hot trend a few years back, small plates allow patrons to try new things. Often, this can lead to higher check averages, as consumers will try two or three items, because they are comfortable with smaller prices. Particularly with larger parties, sharing and socialization play important roles.

Since McDonald's introduced its snack wraps, smaller portions have helped build business in all segments of foodservice. Quizno's has its smaller "Sammies," and Wendy's just introduced a new line of three "Chicken Go" Wraps, designed to meet consumers' growing demand for high-quality, portable snacking options at a reasonable price.

Applebee's has its "Ultimate Trios" and a special "Pick 'N Pair" program for lunch. One can get 60 different combinations of two items starting at $5.99. The variety includes soups, half-sandwiches and selected pastas. The chain also introduced the "Dessert Shooter" program. With



Many small portion offerings are available with regular-sized sides, as in this plate of mini-burgers served with traditional sides of fries and onion rings.


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Tomato Basil Soup and Shrimp Salad is an example of the Pick 'N Pair menu at Applebee's. The smaller lunch portion is also less expensive.

nearly 2,000 units, Applebee's is the largest casual dining chain in the country, so its interpretation of trends is not to be taken lightly.

One of TGI Friday's programs, featured at 582 units, offers center-of-the-plate items at two-thirds of the regular portion size. The side dishes are the same as those offered in regular-size portions. Friday's recently announced six new entrées for the new "Right Portion, Right Price" menu ($6.99—$8.99): Asian-Glazed Chicken with Field Greens, Cedar-Seared Salmon on Field Greens, Cedar-Seared Salmon with Pasta, Bistro Sirloin Salad, Jack Daniel's® Chicken Alfredo and Dragonfire Chicken. In addition, diners can choose from four classics—Bruschetta Chicken Parmesan, Cajun Shrimp & Chicken Pasta, Half-Rack Baby Back Ribs and Shrimp Key West.

Ruby Tuesday, obviously sensitive to the portion-size issue, is featuring "Fresh Combinations" on its new menu. Two mini-burgers (turkey or beef), fries and a salad are being offered at all 950 units. This feature is not really a portion-size strategy, but it is designed to compete for consumer business.

Reasons to Dine Out

Foodservice usually drives food trends, and smaller portions are among the hot trends right now. Overall, the tight economy, customers' perception of value, their emphasis on health and eagerness to experiment are the drivers of this trend.

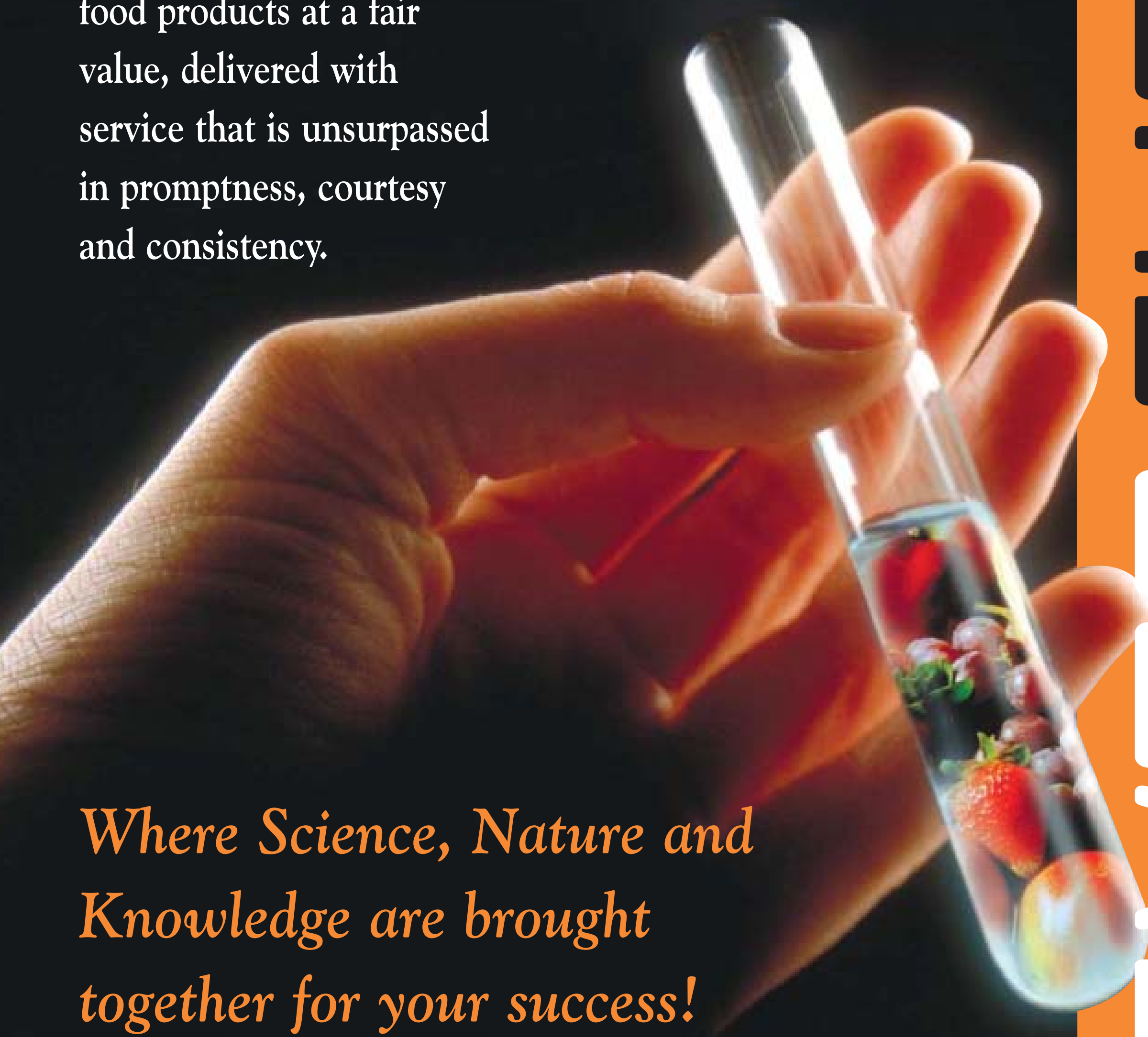
Most economists view the foodservice industry as a "FIFO" (first in, first out) industry. When dollars become tight, people cut back on eating out. When the economy relaxes a bit, consumers will be more willing to spend their disposable income on food-away-from-home.

Right now, restaurants want to give people compelling reasons to eat out. Like any other purchase, when value is perceived, it is a good inducement for purchase. Whether a McDonald's snack wrap or a *petite filet* at Ruth's Chris, value means different things to different people on different occasions.

Based on the menu items being introduced in the foodservice segment, it would seem logical to think that consumers want similar dining experiences at home. Smaller portions with value pricing will create new business. If the logistics of how to offer these attributes successfully can be worked through, it can mean a winning combination. It might not seem easy, but it could create demand. pf




ASK THE EXPERTS.



Flavor *Secrets*

Allspice Finds Home in Meats and Vegetables



One of the fascinating aspects of spices is the way they travel from their native lands and areas of major production to become more popular in other places around the world. The biggest use of Madagascar vanilla is in American ice cream. Arabs and Scandinavians use most of Guatemala's cardamom. Somehow, eastern Europe became the major customer for Jamaican allspice, using it in pickling its enormous herring catches.

Jamaican Beef Soup

- 2 lbs bone-in beef chuck
- 3 c diced, peeled butternut or acorn squash
- 10 c water, divided
- 2 c carrots, cut in 1-inch chunks
- 1 c turnips, cut in 1-inch chunks
- 2 tsp ground allspice
- 2 tsp salt
- 1 tsp thyme leaves
- 1 tsp garlic powder
- 1 tsp onion powder
- ¼ tsp ground black pepper
- ¼ tsp ground red pepper
- 1½ c peeled potatoes, cut in ½ inch chunks
- 1½ c peeled sweet potatoes, cut in ½ inch chunks
- parsley flakes

Remove meat from bones; cut meat in 1-inch cubes; reserve meat and bones. In a Dutch oven or large saucepot, add squash and 2c water; bring to a boil; reduce heat and simmer, covered, until tender, about 15 minutes. Using a potato masher, mash squash until smooth. Add reserved beef and beef bones, carrots, turnips, allspice, salt, thyme, garlic and onion powders, black and red peppers, and remaining 8c water; bring to a boil; reduce heat and simmer, covered, until meat is tender, about one hour. Add potatoes and sweet potatoes; simmer, covered, until potatoes are tender, 20-30 minutes longer. Remove and discard beef bones. Sprinkle with parsley.

Yield: About 4 quarts.

Jamaica, however, unlike some other producing nations, is an avid allspice user itself. Although we think most frequently of allspice as a baking and dessert spice, Jamaicans like to use it with meats and vegetables, as seen in the recipe below. Note this recipe's underlying savoriness, supplied by thyme, onion, garlic and black pepper; its nip of hot red pepper; and the fact that twice as much allspice is meant to be noticed.

This tripartite approach is characteristic of many Jamaican main dish spicings. Jerk pork is another island creation that relies heavily on allspice in combination with savoriness and bite. Jamaicans say the "jerk" comes from the way the meat is pulled back and forth to keep it from burning over the hot fire. Bay leaves, onion, garlic and black pepper make a savory base; crushed red pepper adds the hot accent; and a remarkable amount of allspice berries provides the distinction.

Although Europe remains the main allspice user in terms of volume, authentic recipes from other parts of the world call for this spice, too. For example, a lamb stew in North Africa includes dates, apricots, eggplant and a spicing of cinnamon and allspice.

Makloubeh is an Arabic stew that becomes a meat pie when served. In this unusual dish, a layer of meat (placed first in a skillet) is topped by layers of eggplant and rice. At service, the pan is inverted on a plate, leaving the meat on top of the rice base. Spicing is somewhat complex—small amounts of cinnamon, cloves and cardamom combined with a heavier accent on cumin seed and allspice. The rice glows with saffron.

A Caribbean recipe demonstrates a more familiar use of allspice—in bananas *flambe*, as prepared in Antigua. Baked bananas are sprinkled with lime juice, then doused with flaming rum and sauced with sweetened allspice butter. pf

Pilot recipes for these articles originally had been adapted exclusively for Prepared Foods *by the test kitchen of the American Spice Trade Assoc.* (FR0391)

Flavor Secrets



Comforting Pies

One hears a lot about "comfort foods" these days. They are the simple, down-home dishes—meat loaf, chicken croquettes, pot roast, etc.—that are on traditional American menus, and they are enjoying a revival.

What about the comfort foods of other lands? Every country has them, and—in many cases—they need no revival, because they have remained staple fare for hundreds of years.

Jamaica's Spicy Beef Patties are a good example. Here is a recipe that has given comfort far beyond the shores of Jamaica. These little pies are so nourishing, flavorsome and easily eaten out-of-hand that at least one large-city American school system has adopted them. Typical of Caribbean cooking, the preparation begins with sauteéing onions in vegetable oil that has been turned golden and tasty with annatto seeds (*achiote* in Spanish). Tomatoes and ground beef are then added, along with garlic, thyme, a touch of red pepper and allspice (the spice Jamaica grows and loves). This mixture is then enclosed in pie pastry. The result is similar to a popular American comfort food—chicken turnovers—except it is spicier.

Barbados has a recipe that comes close to chicken turnovers; it calls for cubes of chicken, small onions, carrots and peas. From there, however, it takes some different twists. The filling is seasoned with black pepper and nutmeg and flavored with a little sherry, and the pie crust is made with sweet potatoes in place of flour.

Empadade Camarao is a comfort pie that is traditional in Brazil. The feature in this dish is shrimp combined with mushrooms, onion and tomatoes, and spiced with both black and red pepper. The shrimp mixture, topped with crumbled, hard-cooked egg and chopped olives, is enclosed between two layers of pastry. The pie is then baked until golden.

French Canadians call their comfort pie *tourtiere*. It is simply ground pork in a pie crust, but the spicing makes it interesting. The meat is first seasoned with onion, garlic and a bay leaf, then it is spiced with cloves, cinnamon and savory. Many Canadians believe it is best if frozen first and then reheated. pf

Pilot recipes for these "comfort pies" from foreign lands had originally been adapted exclusively for Prepared Foods *by the test kitchen of the American Spice Trade Assoc.* (FR0393)

Jamaican Spicy Beef Patties

- 2 tbsps instant minced onion and water
- 2 tbsps vegetable oil
- 1 tsp annatto seeds
- 1 lb lean ground beef
- 1 c finely chopped tomatoes
- 2 tsps garlic powder
- 2 tsps thyme leaves, crushed
- 1 tsp ground red pepper
- 1 tsp salt
- ½ tsp ground allspice
- 2 eggs, lightly beaten
- pastry dough (recipe follows)
- 1 egg white

Grease a large baking sheet; set aside. In a cup, combine onion and 2tbsps water; set aside to soften, about 10 minutes. In a large skillet, heat oil until hot; add annatto seeds; cook, stirring occasionally, until oil is yellow, about three minutes. Using a slotted spoon, remove and discard annatto seeds. To oil add reserved onion; cook, stirring occasionally, until nearly crisp-tender, about three minutes. Add beef; cook, stirring occasionally, until brown, about five minutes. Add tomatoes, garlic powder, thyme, red pepper, salt and allspice; cook, stirring occasionally, until tomatoes are soft, about five minutes. Stir in eggs; cook, stirring occasionally, until firm, about two minutes; remove from heat.

Preheat oven to 450°F. On a floured board or between two pieces of waxed paper, roll each ball of dough ⅛ inch thick. (See recipe below.) Using a 5 inch-diameter cutter, cut dough into rounds. Place 2tbsps beef mixture on half of each round; using a pastry brush, moisten edges of pastry with water; fold pastry over filling; seal and crimp edges; prick tops with fork. Place on prepared baking sheet. Beat egg white with 1tsp water; lightly brush tops of pastry with egg white mixture. Bake until golden, about 12 minutes.

Yield: 22 patties.

Pastry dough

- 5 c all-purpose flour
- ½ tsp salt
- 1½ c butter or margarine
- 3 egg yolks
- ½ c cold water

In a bowl, combine flour and salt. Using a pastry blender, cut butter into flour mixture until it resembles small peas. In a small bowl, beat egg yolk and water; add to flour mixture, stirring until combined. Shape into two balls.



See Food Master-*INGREDIENTS*, p. 27

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Innophos

LOOKING FOR LOWER-SODIUM SOLUTIONS?

Innophos phosphates can help you reduce sodium in meats, baked goods and cheeses.





As more and more consumers look to follow FDA guidelines to reduce sodium in their diets, the market for low-sodium processed foods shows no signs of slowing down. In fact, the American Heart Association is one of several major health organizations pushing to cut salt levels in processed foods by 50 percent to help combat high blood pressure.

Now, subtracting sodium from meats, baked goods and cheeses can be a win-win for both consumers and food processors, thanks to versatile Innophos phosphate solutions such as CAL-RISE® and CURAVIS® So-Lo 93.

"In general, the trend is to lower factors that contribute to high blood pressure, and Innophos can help companies achieve substantial reductions in sodium for many products," says Eugene Brotsky, technical service manager, meat and cheese, for Innophos in Cranbury, N.J.

Better Baking

Many processors don't even consider replacing the leavening agent in baked goods to reduce sodium, but it can be an ideal solution for retaining taste and texture. Nearly all of the sodium in baked goods comes from salt, sodium bicarbonate and leavening acid, so using a sodium-free leavening agent can make a significant difference in overall salt levels.

In fact, sodium reductions of 20 to 35 percent are possible in baked goods made with Innophos's CAL-RISE, a sodium-free, slow-acting, calcium-based leavening agent that is as economical to use as SAPP 28 (sodium acid pyrophosphate). CAL-RISE is a chemical mixture of calcium acid pyrophosphate and monocalcium phosphate, anhydrous, produced by a patented process.

Quantity of Sodium and Calcium in Leavening Ingredients

INGREDIENTS	SODIUM (mg) per 100 grams	CALCIUM (mg) per 100 grams
Sodium Bicarbonate	27,370	0
Potassium Bicarbonate	0	0
Sodium Acid Pyrophosphate (SAPP)	21,000	90
Sodium Aluminum Phosphate (SALP)	2,100	400
Monocalcium Phosphate, Monohydrate (MCP-M)	0	16,700
Monocalcium Phosphate Anhydrous (MCP-A)	0	17,000
CAL-RISE*	***0***	***18,000***

"CAL-RISE really is a drop-in to replace SAPP 28," says John Brodie, technical service manager, baking, for Innophos. "It has the same neutralizing value and the same texture properties, with no change in the baked product characteristics. It's very easy for a formulator to just drop this in."

Breakfast foods are leading the way in reduced-sodium baked goods, driven by school lunch program demands for healthier products with lower salt. CAL-RISE can help reduce sodium in the most popular breakfast baked goods, such as egg and cheese biscuit sandwiches, pancakes and muffins, along with all-day favorites like layer and snack cakes, scones, batters and breadings, and dry mixes. And because of its calcium component, CAL-RISE may provide for a health claim of "good" or "excellent" source of calcium, especially attractive for breakfast products.

Meaty Matters

Effectively lowering sodium levels in processed meats depends on the type of product involved: high-salt cured meats with 2 to 2.5 percent salt content, medium-salt processed meats such as poultry loaves and turkey breast with 1.25 to 1.75 percent salt, or low-salt products such as roast beef with less than 1 percent salt. With 93 percent less sodium than standard sodium phosphates, Innophos's CURAVIS So-Lo 93 can enhance processed meats and poultry without sacrificing taste—including reductions of more than 40 percent in products with less than 1 percent salt.



"Two major meat areas with low-sodium emphasis right now are chicken breasts and deli roast beef," says Brotsky. "It's easier to have lower sodium because these products typically are not too high in sodium anyway."

CURAVIS So-Lo 93, an introductory polyphosphate blend of potassium and sodium pyrophosphate, recently proved essential to reducing sodium content in one company's canned soup product. Chicken breast and beef were first immersed in CURAVIS So-Lo 93 treatment solutions and stored refrigerated overnight. Samples were then oven cooked, diced and frozen before being added to canned soups and then retorted.

The end result? CURAVIS So-Lo 93 used with a salt substitute boosted salt flavor intensity while reducing sodium by at least 30 percent.

Innophos 259 Prospect Plains Road ◆ Building N ◆ Cranbury, NJ ◆ 08512 ◆ www.Innophos.com

Mini-Muffins

WITH SAPP

Nutrition Facts

Serving Size (50g)
Servings Per Container

Amount Per Serving	
Calories 140	Calories from Fat 30
	% Daily Value*
Total Fat 3.5g	5%
Saturated Fat 1g	4%
Cholesterol 25mg	8%
Sodium 340mg	14%
Total Carbohydrate 25g	8%
Dietary Fiber 2g	8%
Sugars 11g	
Protein 3g	
Vitamin A 0% •	Vitamin C 0%
Calcium 0% •	Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

WITH CAL-RISE

Nutrition Facts

Serving Size (50g)
Servings Per Container

Amount Per Serving	
Calories 140	Calories from Fat 30
	% Daily Value*
Total Fat 3.5g	5%
Saturated Fat 1g	4%
Cholesterol 25mg	8%
Sodium 220mg	9%
Total Carbohydrate 25g	8%
Dietary Fiber 2g	8%
Sugars 11g	
Protein 3g	
Vitamin A 0% •	Vitamin C 0%
Calcium 10% •	Iron 5%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
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Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

The Innophos Difference

Looking for fortification solutions? Innophos can help with a wide range of fortification tasks in processed foods and beverages. Innophos calcium, phosphorus, potassium and magnesium can provide fortification in beverages, dairy products, baked foods, desserts, coffee whiteners and creamers, batters and breadings, dietary supplements, meat, poultry and seafood.

Cheese, Please

Reducing sodium in processed cheese products with functional phosphates is one of the newest solutions being researched by Innophos scientists. Internal lab work at Innophos has demonstrated that sodium reductions of 25 percent and more are possible with blends that incorporate a variety of phosphates while enhancing color, texture and flavor. The blends maintain typical phosphate benefits of good emulsification, melt characteristics, and extended shelf life.



"Processed cheeses, such as cheese food and imitation cheese, tend to be the best candidates for sodium reduction," says Brotsky. "It's easier to change their sodium content because they are processed. We have more options to affect the composition and still achieve desirable products," he says. "And because processed cheeses are so widely used, reducing the sodium in them can make a significant reduction in the consumer's overall sodium intake."

At the same time, cheese processors are improving cheese nutrition in another way. Innophos tricalcium phosphate is widely used to enhance calcium fortification by inclusion in the processed cheese formulation, even to the extent of doubling the significant natural calcium level in cheese.

A Healthy Future

Companies facing the challenge of creating healthy and tasty reduced-sodium formulations can count on Innophos for economical, efficient solutions. From CAL-RISE for baked goods to CURAVIS So-Lo 93 for meats to an array of phosphates for cheeses, Innophos is constantly working to develop new and improved ways to cut down on sodium without sacrificing good taste—or the bottom line.

FDA Sodium Labeling Guidelines

Sodium free	less than 5 mg/serving
Very low sodium	35 mg or less/serving
Low sodium	140 mg or less/serving
Reduced sodium	at least 25% less sodium than the regular food to which it is being compared

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A New Approach to Organic Ingredients

As organic prepared foods and beverages go mainstream, ingredient-formulating strategies are needed. Regulations, along with explanations and specific examples, are provided for product formulators.

Matt Hutchinson, The Creative FoodGeek



A new line of FruitaBü Organic Smoooshed Fruit Sploooshers carries the USDA Organic Seal. The company notes, "Each FruitaBü Fruit Sploooshers tube is made using more than 90% real organic fruit and fruit juice."

Since October 2002, when the National Organic Program (NOP) regulations went into effect, the organic food market has enjoyed a double-digit growth rate. Despite showing signs of slowing, it is projected to continue expansion at several times the overall food industry growth rate. As such, it is an exciting area for food companies to continue fast-paced growth.

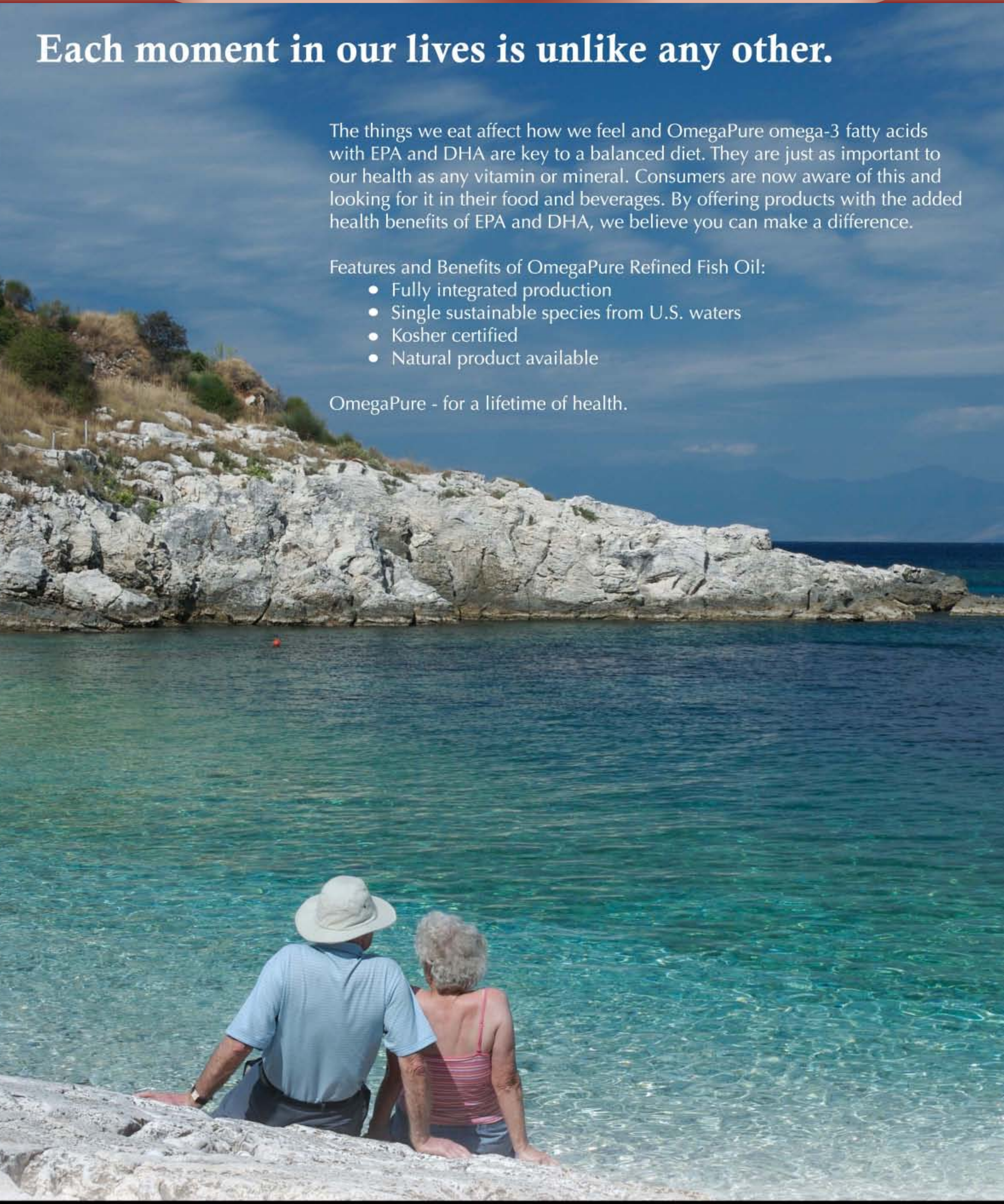
The slowing growth does not seem to be the result of a decrease in consumer demand, but one possible factor may be a tightening supply. Currently, organic foods account for 3% of total food sales in the U.S., but only 0.5% of the country's farmland is certified organic, according to USDA statistics. Most of the shortfall is being made up by imports from countries with more mature organic markets. However, as more countries continue to adopt organic regulations (Canada will have regulations in place by December of this year), the availability of imports will continue to grow tighter.

Faced with all of this, plus the added confusion over the exact definition of organic, a product developer could be wondering where to start when creating new organic products.

Understanding Organic

An organic agricultural system rests on three premises. It shuns the use of chemical fertilizers and pesticides; questionable technologies such as genetic modification and growth hormones; and the application of sewage sludge to farmland in favor of composting, traditional breeding practices and attention to the health of the plants, animals and even the soil to achieve a more sustainable agricultural environment. These agricultural roots of the organic movement explain why its administration falls under the purveyance of the USDA and not the FDA.

Once farmers have spent so much effort in producing foodstuffs they consider superior to conventional products, they want to ensure the integrity of the item is maintained until it reaches the consumer. This is where the product developer needs to be aware of the restrictions on ingredients and processing technologies placed on organic products. Developers should become familiar with the National List of Allowed and Prohibited Substances (7CFR Part G—List 605 and 606), so they know what can and cannot be used as ingredients. Part 605 provides a list of non-agricultural substances allowed as ingredients in or on processed products, along with some limitations on use. For instance, sodium hydroxide (NaOH) is on the allowed



See Food Master-*INGREDIENTS*, p. 133

list, so it can be used by pretzel manufacturers to achieve the golden-brown sheen on pretzels. However, it has a limitation of use and cannot be used for lye peeling of fruits. Yeast is an example of a product that, although it is a living organism and is "grown," it is considered non-agricultural, so it appears on List 605(a). However, yeast still must meet the Disallowed Substances rule of non-GMO and not have been genetically modified. The growth medium also must meet organic guidelines.

One thing that has tripped up many product developers is the fact that while "natural flavors" appears on 605(a), many flavors have synthetic carriers (such as propylene glycol) that are not on the list. A more-organic alternative is an ethanol carrier for the flavor, but the ethanol, typically distilled from grain fermentation, still has to be documented as meeting organic criteria.

> Most processed foods target the organic level. At this level, up to 5% of the recipe can use ingredients listed on the National List of Allowed and Prohibited Substances (7 CFR 205 Subpart G—605 & 606).

List 606 specifically deals with the use of agricultural substances that could be produced organically but are not available in sufficient commercial quantity or quality. This regulation was not written clearly in the original regulations and was used to justify the use of many ingredients that were not organic. After *Harvey vs. Johanns*, it was clarified that a company must prove the lack of commercial availability and petition the ingredient's inclusion onto the list.

For instance, native cornstarch was one of the ingredients originally included on 606. Product developers believed cornstarch could be used regardless of organic status. That is not the case, because cornstarch is available in organic form in commercial quantities. However, it would allow a developer to use baking powder containing cornstarch added as a dispersant—so long as no baking powder could be found using organic cornstarch. (Once again, it should be noted that the cornstarch in the baking powder would still have to meet the previously mentioned "big three" rules of organic.) A website, www.606organic.com, has been established to assist certifiers in determining commercial availability, but it also can help a product developer locate

The 5% Rule

Casings—from processed intestines
Celery powder
Chia
Dillweed oil
Fish oil—stabilized with organic ingredients or only with ingredients on the National List
Fructo-oligosaccharides
Galangal, frozen
Gelatin
Gums—water-extracted only (Arabic; guar; locust bean; and carob bean)
Hops
Inulin-oligofructose-enriched
Kelp—for use only as a thickener and dietary supplement
Konjac flour
Lecithin, unbleached
Lemongrass, frozen
Orange shellac, unbleached
Pectin (high-methoxy)
Peppers (chipotle chili)
Starches:
- Cornstarch
- Rice starch, unmodified—for use in organic handling until June 21, 2009
- Sweet potato starch—for bean thread production only

Turkish bay leaves
Wakame seaweed
Whey protein concentrate

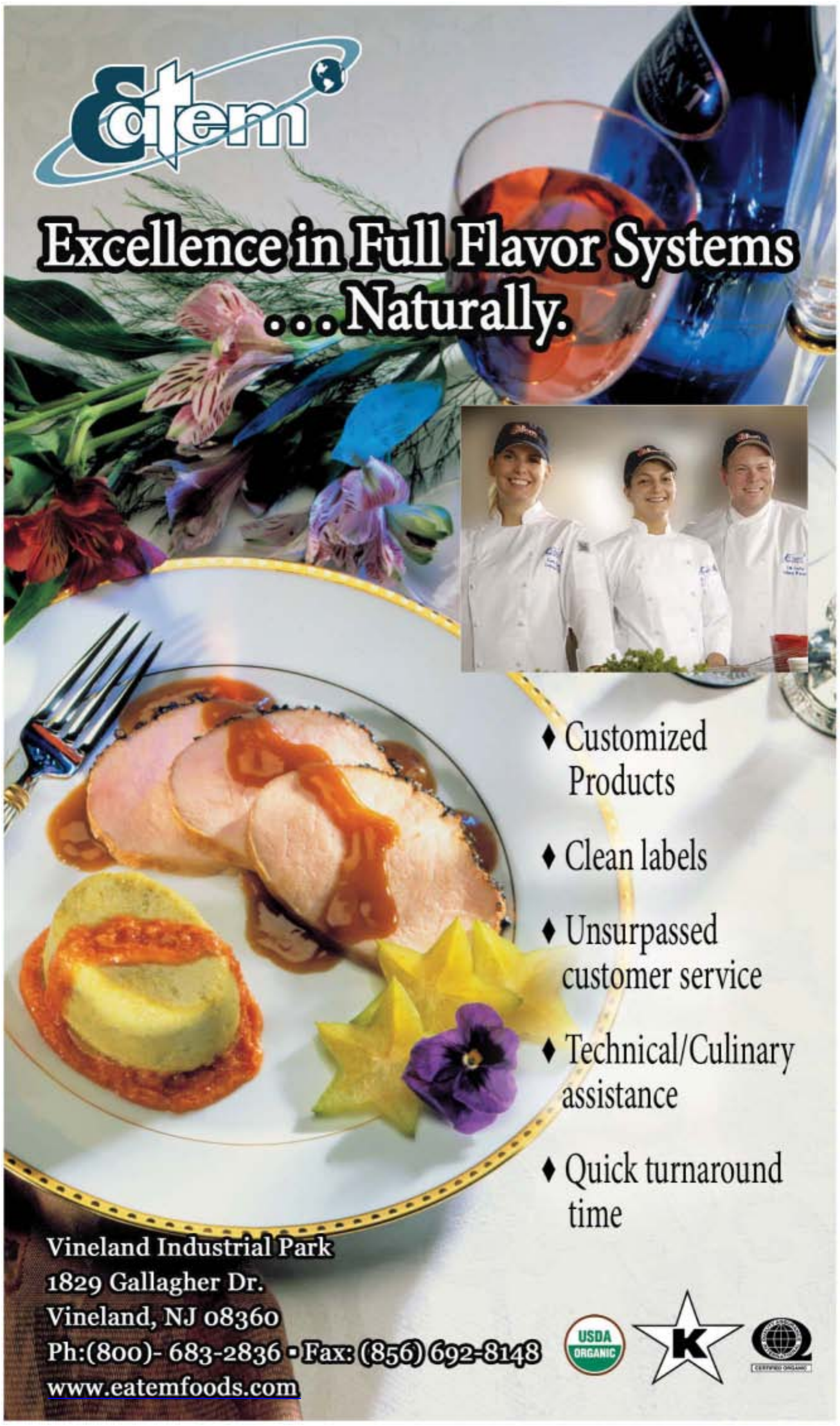


Colors derived from agricultural products:
- Annatto extract
- Beet juice extract
- Beta-carotene extract derived from carrots
- Black currant juice
- Black/Purple carrot juice
- Blueberry juice
- Carrot juice
- Cherry juice
- Chokeberry-aronia juice
- Elderberry juice
- Grape juice
- Grape skin extract
- Paprika
- Pumpkin juice
- Purple potato
- Red cabbage extract
- Red radish extract
- Saffron extract
- Turmeric extract

Source: National Organic Program; Subpart G—List 205.606

a supplier of an ingredient allowed under 205.606.

Another important aspect of the National List is that it is dynamic. Everything is up for sunset re-evaluation every five years, and the first sunset reviews began last year. Food developers should monitor which ingredients are up for review and comment to the USDA/NOP to keep important ingredients on the list. Otherwise, a reformulation might be required, once a functional ingredient is no longer listed.



Pick a Claim Level

The targeted organic claim level determines the available ingredient choices. There are four categories of organic. (See chart "Use of the Term Organic" for an overview.) "100% organic" is the highest claim level and the most difficult to achieve for most processed foods. Every ingredient must be certified 100% organic, including the processing aids. Generally, the only products that achieve this claim level are minimally processed, single-ingredient items, such as rice, applesauce or olive oil.

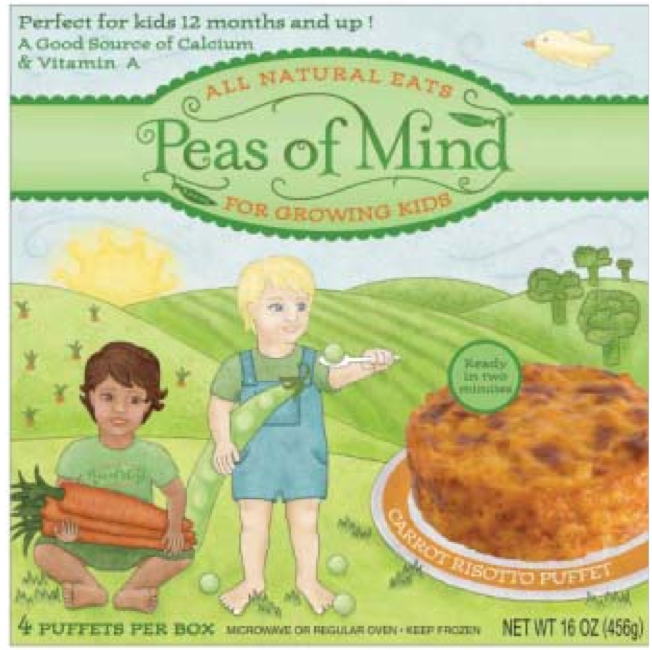
Most processed foods target the "organic" level. At this level, up to 5% of the recipe can use ingredients listed on the National List of Allowed and Prohibited Substances (7 CFR 205 Subpart G—605 & 606). (Also, see chart "The 5% Rule.") It will have to be demonstrated that agricultural ingredients are commercially unavailable, and organic and conventional sources of the same ingredient cannot be mixed.

"Made with Organic [Ingredients or Food Groups]" has the greatest flexibility, while still allowing the use of the word "organic" on the front panel. Conventional agricultural ingredients may be used, without regard to commercial availability. Conventional and organic versions of the same ingredient may also be intermingled, as long as the ingredient or ingredient groups listed on the front panel are all organic.

As an example, during the creation of a multi-grain bread, the decision may be made to use wheat, barley, rye and oats. At the "organic" level, if the organic barley is in short supply or too expensive, the barley would be omitted, or the manufacturer would have to pay the higher price. At the "Made with…" level, just enough organic barley could be used to achieve the 70% status, with conventional barley used for the remainder. However, there could not be a "Made with Organic Grains" statement, because some of the grains (barley) are not organic. However, the package could state "Made with Organic Wheat, Rye and Oats." In the ingredient statement, organic barley may be identified separately from barley. If they are declared together, the barley may not be declared organic.


The best products
begin with the best ingredients,
like our organic rice.

See Food Master-*INGREDIENTS*, p. 158



Although not carrying the USDA Organic Seal, Peas of Mind notes that its "Carrot Risotto Puffets contain organic ingredients" on its website and lists certain organic ingredients on its ingredient legend.

Be Creative

"One of the most common challenges for traditional food scientists when developing a new food product is the tendency to think in terms of individual building blocks (nutrients like vitamins, fats, sugars, antioxidants, etc.), instead of thinking about whole food ingredients," says Dag Falck, an organic program manager for an organic food manufacturer. "Stop thinking of it as a formula of many parts, and start thinking more in terms of whole foods that already contain the complete formulas."

While not inherent in the regulations, the organic movement has capitalized on some consumers' perception of organic food as "real food" and everything else as "artificial, Frankenfood," laden with chemicals synthesized in a lab. Sticking to a simple recipe with a limited number of ingredients that are agriculturally derived is the best formulation strategy. For example, rather than combining lemon flavor and citric acid, lemon juice may work to achieve the same objective.

Learning to think like a chef is helpful. Consider carefully what each ingredient brings to the final product, even the sub-ingredients and processing aids. Are they really necessary? Is there a more natural or organic alternative? Sometimes, the answer is not always intuitive to a scientist that is conditioned to think of the individual parts. Consult a corporate chef for ideas. Consider how the challenge would have been solved 50 years ago. Review cookbooks. Remember how grandmothers used to cook.

See Food Master-*INGREDIENTS*, p. 84

Use of the Term "Organic"

Claim Level	% Organic*	NOP Reference
100% organic	100	205.301(a)
Organic	>95	205.301(b)
Made with organic [ingredients or food group(s)]	>70-<95	205.301(c)
Less than 70% (ingredients list only)	>70	205.301(d)

*percent calculations for % organic exclude water and salt
Source: National Organic Program—Subpart D (205.300)

There are four categories of "organic foods" differentiated in USDA regulations.

When starting that next organic project, remember the following simple steps: Become familiar with ingredients; they can occasionally change, so check the National List frequently. Clarify the claim level. Discuss the challenges of meeting the desired claim level with marketing. Lastly, always remember that developers are not formulating with a bunch of chemicals; they are creating food. pf

Website Resources:

www.ams.usda.gov/nop/indexie.htm — USDA National Organic Program

www.606organic.com — A non-governmental site developed to assist in the search for organic sources of the non-organically produced ingredients allowed in the National Organic Program section 205.606

www.ota.com — Organic Trade Association

www.gpoaccess.gov/cfr/index.html — To access the National List of Allowed and Prohibited Substances, in the search function, type in the needed Code of Federal Regulations (CFR) reference; in this case: 7CFR205.606



Matt Hutchinson is The Creative FoodGeek, a freelance consultant specializing in product development for the natural and organic markets. He is a professional member of the Institute of Food Technologists, Research Chefs Association, Organic Trade Association and Independent Organic Inspectors Association. He holds a B.S. in food science and in hospitality management from the University of Illinois at Urbana-Champaign and can be contacted at FoodGeekBear@sbcglobal.net.



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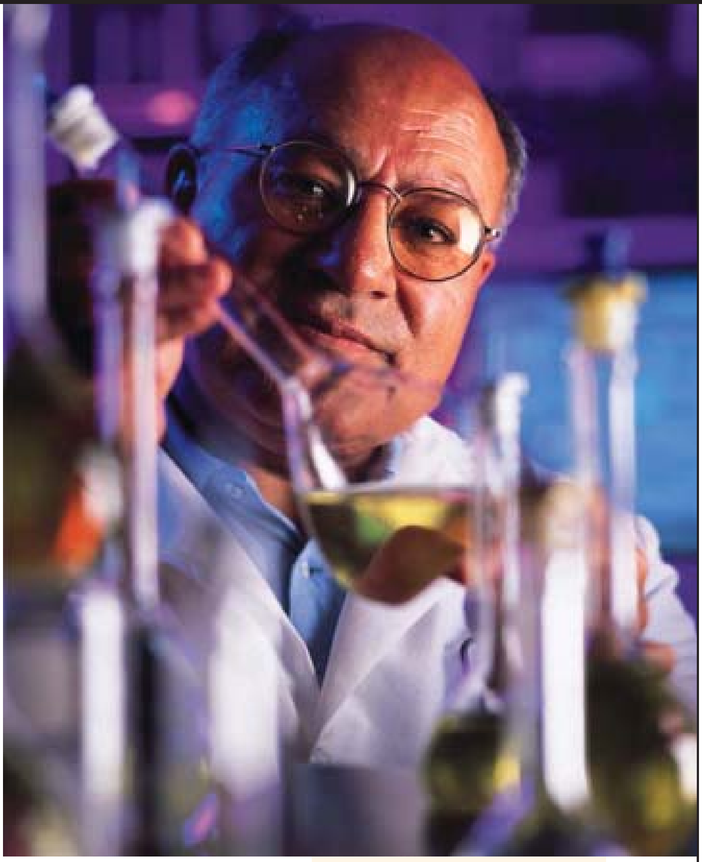
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Flavors and Flavor Masking of Nutritional Products

The addition of fortifiers such as vitamins and minerals can go smoothly, if developers are aware of the perils and solutions available during processing. Solubility, flavor, moisture and texture issues can be resolved with flavor masking, encapsulation and nanotechnology.

PHOTO COURTESY OF FORTITECH INC.



Elizabeth Mannie, Contributing Editor

Food stimulates the senses. When foods are enhanced with extra nutrients, technology may be required to impart a positive stimulation of the senses. Product developers today almost need to be experts in the nutritional properties and flavor dynamics of a wide array of botanicals, supplements, vitamins and minerals. As the functional food trend unfolds, delivering nutritional compounds in palatable products continues to challenge food formulators and flavor chemists alike.

Vitamins, Minerals and Botanical Flavor Issues

It seems the consensus among nutritional ingredient suppliers, flavor experts and food manufacturers is that B vitamins, especially thiamin, minerals like iron and copper, as well as certain fatty acids, botanicals, proteins, peptides and omega-3s can present technical challenges to formulators of various food matrices. Some food products are more difficult than others to fortify while providing good taste, as products differ by water activity, pH and expected storage time. In some cases, nutrients are water-insoluble (e.g., omega-3s, lycopene, phytosterols and some minerals), making these more difficult to provide in a beverage.

When foods are enhanced with certain nutrients, technology often is employed so that the food positively stimulates the senses.

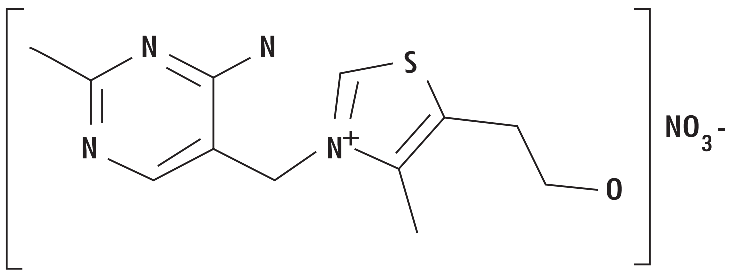
Vitamins like thiamin (vitamin B1) can be challenging in some products, as it imparts a sulfur note similar to a rotten egg. This is due to the thiamin molecule's sulfur-containing portion. Minerals like phosphorus, potassium, magnesium, zinc and iron, as well as the sulfur-containing amino acids like methionine, cystine and cysteine, also can bring about lingering metallic flavor issues. Calcium does not have a metallic flavor, but may precipitate out and give a chalky texture or flavor when used at higher levels.

Oil-soluble vitamins A, D, E and K have been known to impart off-notes at higher concentrations, depending on the product. Flavored waters may contain up to 15-25% of the recommended daily intake per serving of these fat-soluble vitamins, but most products typically do not use high doses because the body stores them and there is a potential for a harmful overdose with long-term use.

At high levels, carotenoids can "ring" and cause color changes. Even so, energy drinks, enhanced flavored waters, fortified teas and sports drinks often incorporate fat-soluble vitamins and antioxidants, so formulators do meet these challenges.

Botanicals can be bitter, depending on several factors. The standardization of the active component, the particular

Thiamine Mononitrate



Source: www.worldofmolecules.com/supplements/Thiamine.png

Vitamins like thiamin (vitamin B1) can be tricky in some products, as it imparts a sulfur note similar to a rotten egg. This is due to the sulfur-containing portion of the molecule.

part of the plant used, processing methods and the level of fortification in the finished product all impact flavor. "For example," contributes Frank Del Corso, senior food technologist for a flavor house specializing in fortified beverages and supplements, "*Ginkgo biloba* leaf extract standardized to a high level of ginkolides (an active component in *Ginkgo biloba*) may be too bitter to use in some applications, so a simple 4:1 or 5:1 extract would provide the right flavor."

Longer chain nutritional lipids also can cause issues. "Omega-3 fatty acids oxidize, causing rancidity flavor and odor issues. Fish oil is not an easy flavor to mask, but nanotechnology and microencapsulation are good at protecting these very unstable molecules, and there is a lot more going on behind the scenes [in regards to new technology]," notes Ram Chaudhari, Ph.D., FACN, CNS, senior executive vice president, chief scientific officer, for a supplier who creates custom-blended nutrient pre-mixes for the food, beverage and pharmaceutical industries.

Proteins

High levels of protein can invite flavor issues; soy often is problematic when it comes to off-notes. But all proteins have amino acids and an amine backbone that allow them to participate in Maillard reactions along with sugars, so all proteins will "get you in the end," offers Gary Reineccius,

When Flavors Don a Mask

When preparing new dishes, many food innovators strive to enhance taste, while retaining nutritional value. It calls for the right blend of ingredients, which not only adds to the flavor directly, but also can intensify other ingredients' flavors. To add flavors to a wider range of foods, the industry leverages different techniques to modify the flavors of nutritional ingredients. Below are some examples, along with a few safety considerations.

■ **Bitter Blocker:** "Flavor modifiers" either intensify or block flavors. For instance, "coolant flavors" have little or no taste, but stimulate cold receptors in the mouth to make the flavor of menthol in candy more intense.

Conversely, flavor modifiers can block flavors. In savory dishes where a sweet taste is typically not desired, sugar can enhance other relevant characteristics. In this case, a chemical such as lactisole will temporarily block sweetness receptors on the tongue, allowing the savory flavor to dominate.

Adenosine monophosphate (AMP), a naturally occurring nucleotide substance, can block bitter food flavors, including those found in coffee. AMP works much like lactisole. It will not directly alter the bitter flavor, but instead alters human perception of "bitter" by blocking the associated receptor.

■ **Sweet Deal:** Artificial or added sweeteners, such as aspartame or glycyrrhizin (a licorice root extract), can be used at concentrations not normally perceived as sweet to enhance other, more costly flavor ingredients or the natural sweetness inherent in foods. Other ingredients contribute to "mouthfeel," such as the creamy or fatty taste of butter, the heat of chili peppers or the bite of horseradish, complementing the flavor.

■ **Nano-encapsulation:** To mask omega-3 fatty acids and other flavors, the industry has started to encapsulate ingredients, either through micro or nanotechnology. Encapsulation is basically the art of encasing an ingredient in a starch or other material, such as natural gums, proteins or hydrocolloids, and then spray-drying the mixture to form a capsule around the ingredient. Recently, difficult-to-add nutrients, such as omega-3 fatty acids and certain vitamins, have been altered to nano-particle size (typically less than 100 nanometers) and encapsulated.

Nano-encapsulation may also increase nutrient bioavailability and, if not monitored, there is a concern that ingestion of nano-sized nutrients could possibly reach toxic levels. Unfortunately, relatively few safety studies exist on nano-sized nutrient consumption to fully expose the actions of nano-sized nutrients. Therefore, the FDA stated that it will evaluate nano-sized food additives on a case-by-case basis to determine their safety.

—Ray A. Matulka, Ph.D., assistant director of toxicology, Burdock Group, RMatulka@BurdockGroup.com.

See Food Master-*INGREDIENTS*, p. 93

ingredient challenges



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Ph.D., professor and flavor expert at the University of Minnesota, and head of the Department of Food Science and Nutrition.

The Maillard reaction can be a problem, if there is even a tiny amount of sugar in a formula. The reducing end of the sugar reacts with the protein to create "gluey" flavor notes reminiscent of the old brown glue packaged with a rubber top. "It can be very difficult to get rid of these notes," states Reineccius.

"People may try to add a lot of other flavors to cover up any off-notes, but it really comes down to the fact that 'you can't make a silk purse out of a sow's ear,'" he explains. In other words, high-quality ingredients—those of the best flavor quality—are the way to go, he adds.

Technical Solutions: Masking to Nanotechnology

The solutions to flavor issues range from edible films, encapsulation and masking agents to nanotechnology. Flavor companies have been very creative with masking systems, and many of the technologies are patented and/or proprietary. "Solutions are product-dependent. For example, encapsulation or even a basic fat coating over B vitamins and minerals can improve stability and flavor in a bar, although that would not work in a beverage," explains Diane Hnat, senior technical marketing manager at a well-known nutrient supplier.

Masking off-notes inherent in nutritional ingredients can be done by encapsulating the nutrients. At times, it also may be useful to encapsulate the flavors themselves.

> One patented ingredient consists of particles of active components encapsulated and stabilized in a typically gelatinous protective matrix; this results in a beadlet covered in cornstarch, with a diameter of 400μm.

> Since moisture, in general, can accelerate oxidation, there are some advantages to working with certain nutrients in dry systems.

Capsules containing nutrients must stay intact during the entire stages of food processing and mastication, but then the nutrients must be released for digestion. Encapsulation is typically very expensive; however, it may be very difficult to mask off-flavors otherwise.

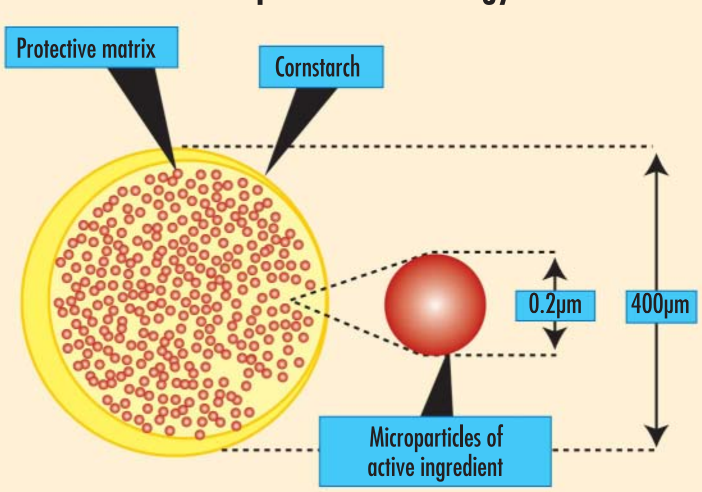
A lot of suppliers have developed their own encapsulating technologies for improvement of flavor and functionality. "Protection of omega-3s from oxidation with a gelatin or starch coating allows their incorporation into milk. These types of coatings protect EPA and DHA from oxidation during the shelflife of the milk, retaining good flavor while allowing the dispersion of the fatty acids throughout the milk," Hnat adds.

Normally, the encapsulation process limits exposure to oxygen, extending the shelflife of the nutrient. Recent research on various starches as encapsulation agents may offer a less-expensive approach for encapsulating both flavor compounds and nutritional ingredients. Starches may react uniquely with specific ingredients, holding in flavor compounds and protecting fats from oxidation.

One nutritional ingredient supplier has patented a "beadlet" technology, where active ingredients are formulated into micro-sized particles at 0.2μm. These particles are then encapsulated and stabilized in a patented, protective matrix (typically gelatin), resulting in a particle with a diameter of 400μm covered in cornstarch.

Flavor and masking ingredients can be very specific; for example, ingredients can be formulated to block

Encapsulation Technology



Source: DSM Nutritional Products


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It may well be easier to stabilize certain protein materials in liquid form than in dry form; since bars are an intermediate-moisture food, this is the optimal water activity level for Maillard reactions. The very high water activity level of beverages provides some protection.

"burn" or bitterness from preservatives or soy protein. "Blockers," as they are called, are available to mask a number of other flavors as well. "Flavor houses have become experts in specific areas of fortification," says Del Corso. "For example, we work almost exclusively with beverages, so we have become very good at formulating systems that can support various levels and types of fortification."

Patents exist for certain nucleotides that are able to decrease the perception of bitterness. "Adenosine monophosphate, a nucleotide with bitter masking properties, is becoming a common masking agent for lingering metallic flavors," notes Chaudhari. Other ingredients are also able to address unpleasant bitter tastes by overpowering the senses with strong tastes (such as menthol).

"Any nutritional ingredient improperly mixed—at too high a use rate or with incompatibility issues—can cause problems. But on a case-by-case basis, product-specific masking ingredients can be used," explains Scott Rayburn, beverage applications manager at a well-known flavor supplier. The choice of which masking agent to employ depends on ingredient interactions, effects on color, turbidity or cloudiness in beverages and other parameters.

"Nanotechnology is a powerful masking technology that uses very fine particles (with hydrophobic and hydrophilic properties) to protect nutrients from interactions with other components in a food," explains Chaudhari. In the range of approximately 1-100 nanometers, particles or systems may have novel properties due to their small size. These properties have the ability to be controlled or manipulated on the atomic or molecular level.

"Mono and diglycerides, whey proteins and other molecules with hydrophobic and hydrophilic properties can [potentially be used as part of these systems]. It is still expensive, but becoming more mainstream; it should become less expensive and more applicable with time," Chaudhari adds.

End Products: Powders, Bars and Beverages

"Since moisture, in general, can accelerate oxidation, there are some advantages to working with dry systems—when it comes to some nutrients. However, certain minerals (for example, in foods with low water activity) can interact and produce off-flavors," notes Hnat.

Protecting B vitamins and certain minerals with a fat coating provides flavor masking and can reduce interactions of these nutrients with other ingredients (such as in nutritional bar matrices).

In liquid applications, there can be problems when using hydrophobic or hydrophilic masking agents. In beverages, solubility issues can result in flocculation, precipitation and problems with turbidity. However, when it comes to concerns with proteins and peptides participating in the Maillard reaction, it is easier to stabilize these nutritional ingredients in a liquid form (as compared to a dry form). Many bars are intermediate-moisture foods; this is the most optimal moisture level for Maillard reactions to occur, says Reneccius. In contrast, the very, very high moisture level of a beverage offers some protection.

Encapsulation is a good way to stabilize nutrients in a bar, to which it is relatively easy to add higher amounts of nutrients. "However, the challenge is that many nutrition bars start out with good flavor, but as the bar is stored, the good flavor goes away and the bad flavor appears," notes Reneccius.

Chocolate can be good at masking some flavors. "Sometimes people try to build flavors around an off-note," Reneccius explains. "For example, Americans who grew up on Hershey bars are content with an oxidized milk flavor in a milk chocolate, so it may be easier to add certain nutrients with oxidized flavors to chocolate. However, Europeans would likely think the same oxidized flavor was horrible. It comes down to what we have grown up with," he explains.

Depending on the finished product or on the specific off-note created from a particular nutrient, vitamin or other flavor, a different approach would be taken for masking. Increasing the acidity in a beverage can help "clean up" the aftertaste of artificial sweetener blends. However, in some cases, increasing the acidity of the beverage can also intensify an off-note.

Natural and Organic

Many consumers are all for things that are good for the environment and that support sustainability. "But, people also do not want to spend a whole lot more for them. Suppliers are recognizing this and so the availability of [less expensive] organic flavoring compounds and masking ingredients is sure to grow," Del Corso offers.

Organic formulations can be very challenging, since artificial flavorings cannot be used. It is easier to manage flavor issues when a customer is just looking for natural flavors, since more natural than organic ingredients are available at this time, says Del Corso. For organic flavors, all of the ingredients must be 100% organic; additionally, an organic-certifying body such as QAI or CCOF must certify the









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Other ingredients also are able to address unpleasant bitter tastes, for instance, by overpowering the senses with strong tastes such as menthol.

facility or production plant. An increasing number of organic flavoring compounds are becoming available as suppliers are seeing their demand grow.

According to Rayburn, "it is easier to make natural and artificial flavors; however, organic flavors are very possible, with somewhat higher cost." It is often useful to remember that "natural flavor" and "all-natural" products have two different meanings. Natural flavor is defined in 21CFR 101.22. But an "all-natural" product is much less well-defined. While a product could utilize a "natural flavor," its carrier may not be considered "all-natural," possibly making the flavor inappropriate for a product claiming "all-natural" status. "Organic flavors create even more issues with supply chains in both raw materials and solvents. Masking flavors in organic products have pretty much the same issues as all-natural products," Rayburn adds.

"Providing organic ingredients can be complicated. It involves details about the origins and processing of the ingredients. But, without an official definition, natural has a bit more flexibility in what a customer can and will accept," explains Hnat. pf

(For more information on organic ingredients, see the article, "A New Approach to Organic Ingredients" in this June 2008 issue of Prepared Foods.*—Eds.)*

Website Resources:

www.nano.gov/html/facts/whatIsNano.html — Website of the National Nanotechnology Initiative program established to coordinate federal nanotechnology R&D

www.fda.gov/nanotechnology/faqs.html — The FDA's webpage, with Frequently Asked Questions on nanotechnology

www.fortitech.com — Website with articles and podcasts on nutritional ingredients and RDIs from various countries around the world

www.cargillflavorsystems.com — Home of a newly organized flavor supplier

www.allenflavors.com — Home page of one flavor supplier

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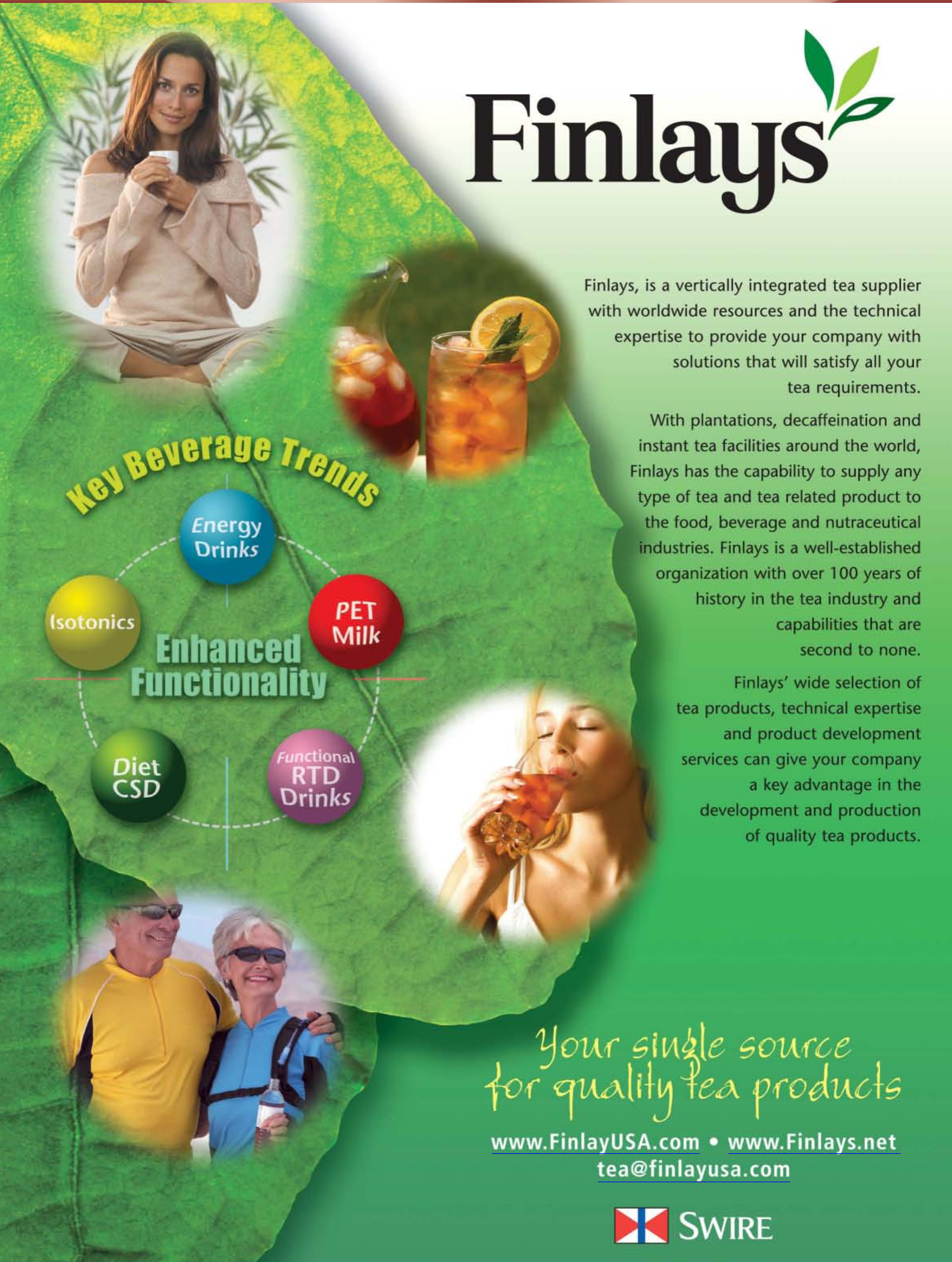
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Taste Appeal



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Ingredients for Weight Management Formulations



Attendees of *Prepared Foods'* R&D Seminar series learned there are a variety of ingredients for consumer products targeting weight management. A few examples are: a weight control agent made from white bean extract, specific ingredients for long-lasting energy drinks, oat bran concentrate to help with satiety, green tea extract to help decrease body fat, soluble and insoluble fiber, as well as pea protein and refined fibers for texture.

Weight and Glycemic Management

Statistics regarding Americans show that one in three children and two in three adults are overweight or obese. The number of Americans with diabetes has doubled in the past 20 years, with one third of children born in 2000 expected to become diabetic.

Sugar consumption has risen dramatically in the U.S., recently reaching 147lbs per year per capita, leading to consumer interest in products that help maintain healthy blood sugar levels. Furthermore, weight control/maintenance is now the number one health factor affecting food-buying behaviors, according to a presentation given by Cristina Munteanu, food applications specialist, GTC Nutrition.

Oat bran concentrate is an ingredient that promotes healthy blood sugar levels, enhances satiety, lowers cholesterol and stabilizes glucose and insulin responses. When oat bran concentrate is ingested, viscosity builds in the stomach and gastric emptying is delayed, inducing a feeling of satiety. (See chart "Oat Bran Concentrate and Healthy Weight Loss.")

Studies have shown that dieting with oat bran promotes weight loss more so than just dieting alone. In one study, lower hunger scores were reported in the oat bran group, with better diet adherence.

Oat bran concentrate contains high levels of beta-glucan soluble fiber, allowing for effective doses at low inclusion levels. It is heat-stable, suitable for baking, retort, HTST and UHT processes. In addition, this particular oat bran concentrate has improved solubility compared to other sources of beta-glucan containing insoluble fiber, as well as a neutral flavor profile.

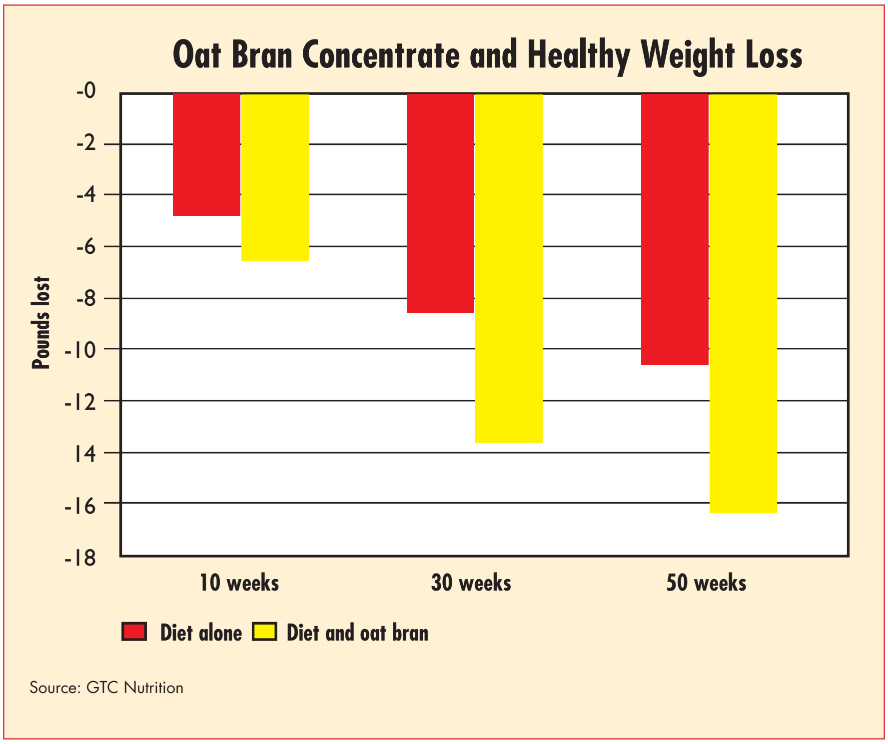
In cereals, oat bran concentrate can be incorporated at 1.4g (0.75g beta-glucan) per serving. At this level, the oat bran concentrate has little impact on the shape, size, flavor, appearance, expansion, mixing or forming properties of the cereal. Claim opportunities include "helps maintain a healthy weight," "promotes satiety" and "helps maintain healthy blood glucose levels."

Oat bran concentrate provides a variety of formulation opportunities and is easy to use in many applications. It contributes to stability and mouthfeel, decreases the need for stabilizers and provides fat mimetic characteristics. In addition, oat bran concentrate improves moisture retention and may extend the shelflife of certain applications.

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Two groups of 14 obese females on low-calorie diets with or without 20g of oat bran (~3.0g beta-glucan) reported lower hunger scores, better diet adherence and more weight loss in the oat group.

"Innovative Solutions for Weight and Glycemic Management Products," Cristina Munteanu, food applications specialist, GTC Nutrition, Cristina.Munteanu@cornproducts.com, www.gtcnutrition.com

—Summary by Elizabeth Mannie, Contributing Editor

Baked Goods with Soluble and Insoluble Fiber

Consumer research indicates a steady increase in the number of consumers boosting their fiber intake, while decreasing sugar and fat consumption, noted one presenter. There also is a decline in bakery consumption, due to perceived high-calorie density.

The use of soluble fiber (resistant dextrin) and insoluble fiber (resistant starch) can assist in the development of better-for-you bakery products, such as cookies and muffins. It is possible with the use of these ingredients to reduce sugar, fat and calories and increase fiber content to at least 2.5g per serving, explained Lorraine Niba, business development manager, National Starch Food Innovation. Resistant dextrins and resistant starches also have physiological benefits, such as prebiotic activity and a reduced glycemic response.

A proprietary, resistant starch (insoluble fiber) is a natural food ingredient from corn that is easy to use, contributes a good source of insoluble fiber, meets a range of formulation needs and has numerous studies to support its health benefits. The white starch has a bland taste that is ideal for baked goods such as cakes, pastries, breads and dough. It contributes to a uniform cell structure and white color in the finished baked product, without significantly increasing bake or mix times. It has a low water-holding capacity.

Dough handling is a critical factor in the quality and processing of baked goods. While most insoluble fibers have a high water-holding capacity and slow rate of hydration, this proprietary, resistant starch insoluble fiber demonstrates improved processing, better machinability, ease in handling and a more predictable quality and performance.

Resistant dextrin soluble fiber is a proprietary, grain-based fiber, with a fiber content of 85%. It has 2Kcal/g, is sugar-free, mixes easily and is heat-, acid- and shear-tolerant. This ingredient has a number of health benefits, including prebiotic effects, reduced glycemic and insulinemic responses. It combines nutrition and functionality.

Resistant dextrin soluble fiber easily disperses and is transparent in solution. It can be used for bulking and calorie reduction, sugar reduction and for fat replacement in bakery products (providing mouthfeel and body). It contributes a very low viscosity and hygroscopicity with high stability. Over 75% of the ingredient is fermented in the large intestine, and it has excellent digestive tolerance.

The use of resistant dextrin soluble fiber and natural resistant starch insoluble fiber, by themselves or in combination, helps to facilitate the development of consumer-friendly, healthy, sweet baked goods.

"Formulation of Reduced-fat, High-fiber, Sweet Baked Goods with Soluble and Insoluble Fiber," Lorraine Niba, business development manager, National Starch, lorraine.niba@nstarch.com, www.foodinnovation.com

—Summary by Elizabeth Mannie, Contributing Editor


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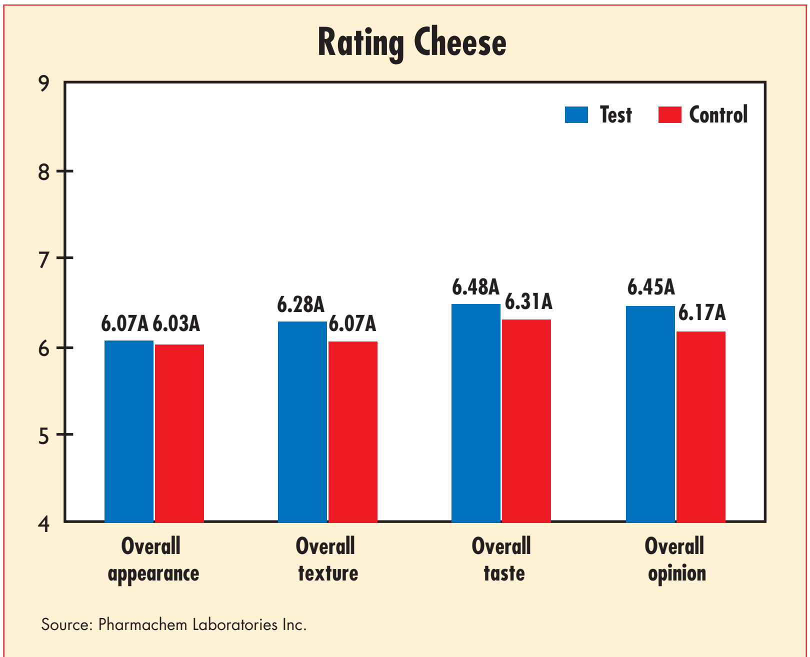
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See Food Master-*INGREDIENTS*, p. 165

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A proprietary, fractionated white bean extract added to cheese pizza was given to 34 adults, 50% male and 50% female, aged 25-65. They rated control and test products at parity across all parameters on a 9-point hedonic scale.

EGCG: Time-tested and Healthy

Increasing activity and reducing portion sizes are key to weight-loss efforts. Green tea extract (GTE) and epigallocatechin gallate (EGCG), the most abundant of four major catechins (antioxidants) found in green tea, have potential as ingredients that can aid in weight management.

Consumer demand has led to significant growth in products containing GTE and EGCG. Based on *in vitro* and animal model research, EGCG appears to decrease body fat and weight by a number of potential mechanisms, stated Diane Hnat, senior marketing manager, DSM Nutritional Products Inc. In studies, EGCG prevented diet-induced obesity in mice fed a high-fat diet supplemented with 1% EGCG for 28 days. Consumption of the pure high-fat diet resulted in significantly increased body weight and fat pad weight (subcutaneous adipose tissue or fat under the skin, epididymal adipose or fat inside the belly). However, there was no increase in body weight and fat pad weight when EGCG was added to the high-fat diet. These mice were very similar to mice eating the low-fat control diet. Human studies also showed a relationship between GTE, body fat and weight loss.

Healthy male volunteers given 48mg catechins (300mg EGCG, 75mg caffeine) for 12 weeks had significant reductions in weight, body fat and visceral fat relative to the baseline. Male and female volunteers with a BMI of 26, fed a normal diet over 12 weeks when given 588mg catechins (115mg EGCG, 83mg caffeine), had significant reductions in body weight and body fat when compared with those receiving 126mg catechins (25mg EGCG, 81mg caffeine). Overweight Japanese men given oolong tea with 690mg catechins per day over 12 weeks had significantly reduced body weight, BMI, waist circumference and body fat when compared to a control group receiving oolong tea with 22mg catechins per day.

Many additional studies have supported these findings and research is ongoing. Food and beverage manufacturers have expressed interest in adding EGCG to foods and beverages in order to have the claim "increases metabolism" or "aids in weight management." Structure/function claims are based on adequate scientific support and do not state a dose. Self-affirmed GRAS levels range from 25-90mg per serving of selected foods and beverages. Companies who add GRAS levels of EGCG could consider making the following type of structure/function claim: "EGCG helps increase metabolism and aids in weight management as part of a healthy lifestyle consisting of regular exercise, a balanced diet and caloric restriction."

"Ancient Wisdom for Modern Health," Diane Hnat, senior marketing manager, DSM Nutritional Products Inc., Diane-Louise.Hnat@dsm.com, www.dsm.com
—Summary by Elizabeth Mannie, Contributing Editor

Reducing Starch Absorption

A non-stimulant weight control agent, proprietary, fractionated white bean extract (FWBE), is an all-natural, standardized, aqueous extract of the bean *Phaseolus vulgaris*. FWBE is manufactured in the U.S. It is an off-white powder with no negative taste impact, is heat-stable and non-GMO and is GRAS. The use rate is approximately 1-3g per serving.

FWBE has been clinically shown in multiple human studies to delay the digestion and absorption of dietary starch by temporarily and safely neutralizing the digestive enzyme alpha-amylase, according to a presentation given by Greg Drew, Kanak Udani and chef Gerard Viverito for Pharmachem Laboratories Inc. A 2001 Italian double-blind,

randomized, placebo-controlled study with 60 subjects at 500mg for 30 days showed an average weight loss of 6.45lbs vs. less than 1lb in the placebo group. The study also showed significant waist and hip circumference reductions, with no adverse events. A 2006 open-label, randomized, six-arm crossover study of FWBE or placebo formulated into butter and spread on white bread showed a statistically significant, dose-dependent reduction in glycemic index of over 30%—up to 3,000mg of FWBE.

FWBE qualifies for the following structure function claims: "May Reduce Enzymatic Digestion of Dietary Starch" or "May Assist in Weight Control When Used in Conjunction with a Sensible Diet and Exercise Program."

Bread, pizza and blueberry muffins made with FWBE scored at statistical parity to a control in consumer tests. FWBE can be added directly into starchy foods (and foods and beverages consumed with starchy foods). It also can be included in powders, oils and condiments so that consumers may directly add those to prepared meals. There is no negative taste or odor, no need for masking, and FWBE enhances salty and savory flavors.

The light, free-flowing powder easily blends and disperses with no lumps and undetectable texture differentiation. There are no modifications needed for recipes due to ingredient interactions, which is important especially in baking breads, muffins or cakes. FWBE can easily be incorporated into breakfast, lunch or dinner.

For breakfast, it can be added to oatmeal, waffles, pancakes, French toast, juice, coffee, tea and other breakfast items. Lunch items that work with FWBE include sandwich breads, buns, pitas, wraps, tortillas, burgers, potato or pasta salads, soups or crackers. It also can be used in functional toppings or sprinkles for on-the-go convenience for French fries, pizza, or pastas, meal replacement drinks and snacks, and health and nutrition bars. (See chart "Rating Cheese.") Dinner foods such as breads, potatoes, rice, macaroni, pizza, frozen foods and gravies can incorporate FWBE easily.

"New Research and Recipes for Reducing Starch Absorption," Greg Drew, Kanak Udani and chef Gerard Viverito, Pharmachem Laboratories Inc., kanakudani@hotmail.com, www.pharmachem.com

—Summary by Elizabeth Mannie, Contributing Editor

Application of Insoluble, Refined Fibers in Weight Management Products

Refined fiber is a loose term describing fibers that have been extracted, purified or bleached. Refined fibers can be produced from almost any plant material, but some sources work better than others. Insoluble fibers are typically cellulose or hemicellulose.

Commercially available insoluble, refined fibers include oat, wheat, sugarcane, sugar beet and cottonseed fibers, microcrystalline cellulose, powdered cellulose, colloidal gels, soy fiber, pea fiber and bamboo fiber. Their common characteristics are that they absorb water and, to some extent, oil through capillary action. Some have a total dietary fiber content greater than 90%.

These fibers are heat-stable, extrusion-/shear-stable, freeze/thaw-stable, pH-stable and hydrate quickly. In applications of refined fibers for weight management, they function as a fat mimetic, calorie substitute and to reduce energy density and increase satiety, according to a presentation given for J. Rettenmaier USA.

Insoluble, refined fibers have low caloric and glycemic loads. They are resistant to digestion and fermentation, with reduced gas production (when compared with soluble fibers). Insoluble fibers absorb and hold water, which aids in the displacement of calorie-contributing ingredients and reduces cost. But developers should use caution when applying higher absorption fibers, due to possible texture issues. Insoluble fiber actually replaces texture and bite that may be lost with starches and soluble fibers.

In baked goods, longer stranded, insoluble fibers tend to yield more open grain structure. The open structure is due to the high water absorption that dilutes the gluten. Longer stranded fibers require addi-

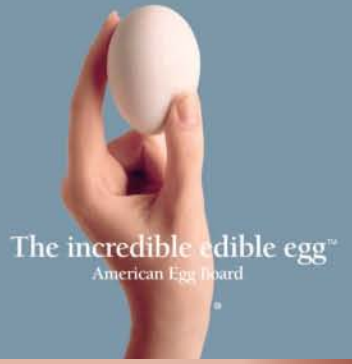


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Eggs perform many valuable functions in the production of popular artisan baked goods. When eggs coagulate, it helps the rigidity of cell structure enhancing the framework of brioches, cakes, sweet goods and breads which helps to improve their texture significantly. Have any questions or want additional information about the more than twenty functions of eggs visit **EGGSolutions** at www.aeb.org or call toll-free 1-877-488-6143.

Eggs bring it all together



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Sponge	Bakers %	Dough	Bakers %
Flour	58	Flour	30.0
Vital wheat gluten	12	Wheat fiber	20.0
Yeast food	0.5	Sugar	10.0
SSL*	0.5	Whey	1.5
Ethos Mono and diglycerides	0.5	Salt	2.25
Yeast comp	2.5	Calcium propionate	0.25
Water	52.0	Ascorbic acid	2.0
		Emulsifier	0.5
		Yeast	0.5
		Water	58.0

* Sodium stearoyl-2-lactylate
Source: J. Rettenmaier USA

> For most applications, in particular those with a higher fiber content, small particle size fibers are preferred.

tional structure-forming ingredients like gluten. For most baked good applications with a high fiber content, a small particle size is preferred. (See chart "Reduced-calorie White Bread Formula with Wheat Fiber.) In meal replacement beverages, fibers with very small particle sizes (<70 microns) should be selected, in order to minimize texture changes.

With small particle sizes, such as those required in beverages, the visibility of the fiber is reduced and suspension is easier, also improving mouthfeel and reducing grit. Suspension is required for insoluble fibers, and this can be done by combining it with a hydrocolloid or other soluble fiber. This provides a balance of soluble/insoluble fiber for improved nutrition and also provides a lubrication effect, which minimizes "throat catch." Certain fibers, like some oat fibers, may contain a higher ash or mineral content that can

See Food Master-*INGREDIENTS*, p. 103

contribute to a gritty mouthfeel. To avoid this, select fibers without abrasive minerals.

Insoluble fibers are typically not considered fat substitutes, but their functional properties can be applied to aid in low-fat formulas by water-binding, structure-forming and gelling. There are studies showing the impact of insoluble fiber on satiety, but it is clear that this is probably not the case in all applications. Many insoluble fibers exhibit a synergistic viscosity, when combined with soluble fibers. Most also provide bulk, with a relatively low bulk density.

"Application of Insoluble, Refined Fibers in Weight Management Products." For more information, contact Jon Bodner, senior manager, applications and market development, J. Rettenmaier USA LP.

—Summary by Elizabeth Mannie, Contributing Editor

Enhanced Health with High-fiber Brans

The Code of Federal Regulations allows for several health claims involving grains and/or fiber. For instance, in 21CFR 101.76, a health claim for fiber containing grain products, the claim states that "low-fat diets rich in fiber-containing grain products, fruits and vegetables may reduce the risk of some types of cancer, a disease associated with many factors."

21CFR 101.77 for grain products that contain fiber, particularly soluble fiber, and risk of coronary heart disease, states, "diets low in saturated fat and cholesterol and rich in fruits, vegetables, and grain products that contain some types of dietary fiber, particularly soluble fiber, may reduce the risk of heart disease, a disease associated with many factors." At least 0.6g of soluble fiber from an eligible source per serving must be present, in addition to the qualifications required for the cancer claim listed above, said Scott Dumler, president, Oat Ingredients Inc.

21 CFR 101.81 states that "soluble fiber from foods such as oat bran, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease." Eligible sources include whole oat products, oat bran, rolled oats, whole oat flour, amylase hydrolyzed oat bran up to 10% soluble fiber beta glucan, whole-grain barley and certain dry-milled barley grains. To qualify, the food must provide at least 0.75g of soluble fiber (beta glucan) per serving from an eligible source of oat and/or barley ingredients.

Oat and barley whole-grain and bran ingredients, with up to approximately 22% soluble fiber and 45% total dietary



fiber, are currently available and used in a broad array of food applications. Also available are wet-milled, chemical, enzyme extracts in barley and oat to 70% soluble fiber (beta glucan). Achieving an FDA health claim, while maintaining limited serving size, can be a challenge using whole-grain ingredients, due to the limited availability of soluble



fiber and the impact on composition, taste, texture and formulation. This is where high-fiber brans (please note—oat and barley brans are NOT extracts) can come in handy. A smaller amount may be used to achieve a health claim. For example, one gram of "high-fiber bran" contains as much soluble fiber (beta glucan) as 8g of whole-grain oat or barley. Using it enhances total dietary fiber and reduces starch and net carbohydrates.

Enhanced function and health with high-fiber brans occur through heart health, cholesterol reduction, weight management and satiety, extended energy utilization and digestive health, as they also have prebiotic properties. High-fiber brans are currently being used to promote cardiovascular health and weight management in dry and hot cereals, breads and baked goods, snacks, bars and dry-mix drink applications, with opportunity to provide in excess of 0.75g soluble fiber per serving (21-CFR 101.81), for many heart-healthy food matrixes. pf

"Enhanced Function and Health with High-fiber Brans," Scott Dumler, president, Oat Ingredients Inc., scottd@oatingredients.com, www.oatingredients.com

—Summary by Elizabeth Mannie, Contributing Editor



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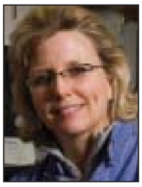
Health research is the engine that continues to drive blueberry demand. Dr. Amy Howell of Rutgers University has helped the blueberry industry document some of the most exciting blueberry developments. She will provide glimpses of exciting things to come.

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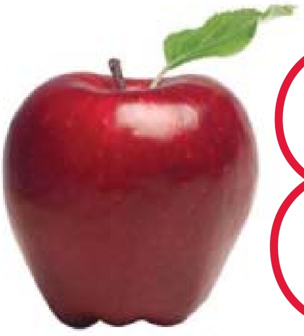
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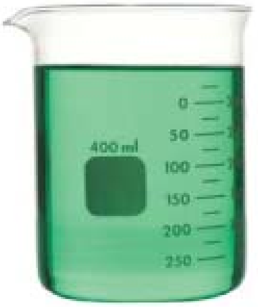
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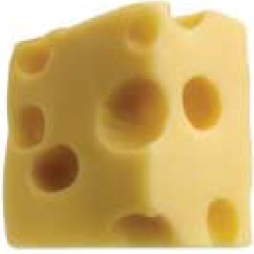
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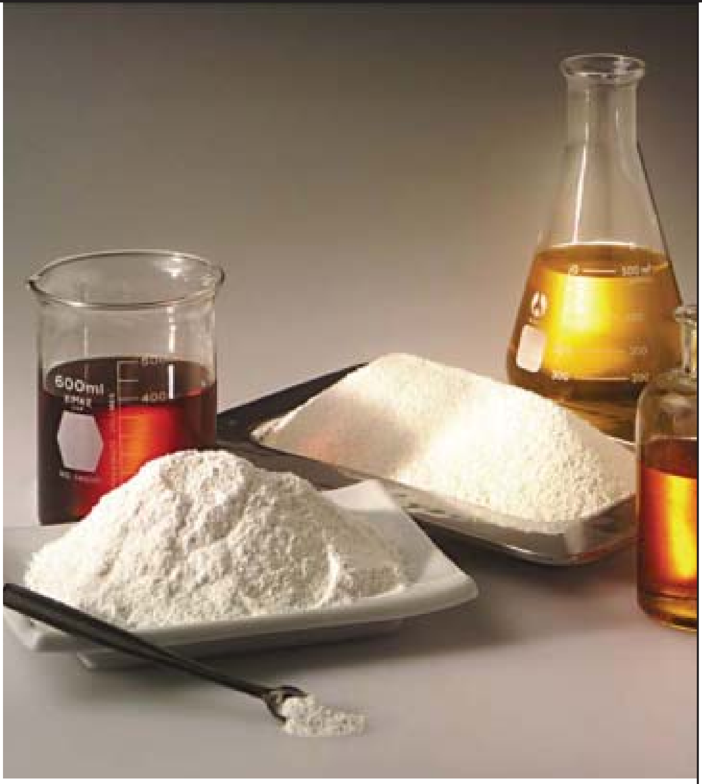
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PREPARED FOODS.com
R&D Applications Seminar

Translating Trends Into New Products

PHOTO COURTESY OF COGNIS



What the consumer wants dictates trends in new product development. Attendees of *Prepared Foods'* R&D Applications Seminar-EAST heard about healthy ingredients for different consumer groups, including Baby Boomers; the supplier and food developer relationship; as well as effective new product development methods.

Demographics Determine Healthy Ingredients

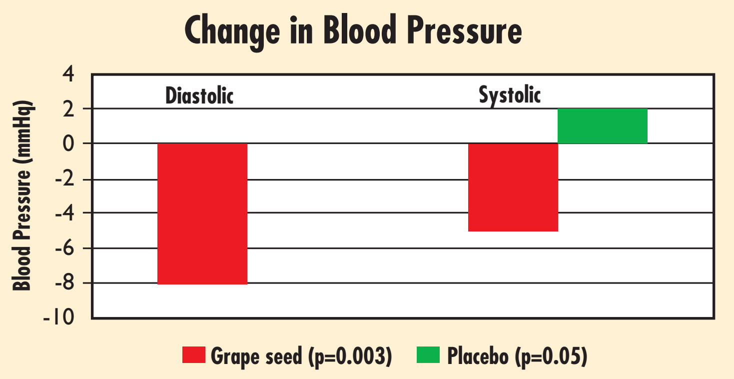
Popular nutritional ingredients with health applications typically involve bone health, heart health, sustained energy, antioxidants, recovery, beauty within, cognitive ability and digestive health (including lactose intolerance). A seminar given by Rodger Jonas, national business development manager, P.L. Thomas Inc., discussed various applications and issues with popular healthy ingredients.

A natural colorant, lycopene concentrate, is an antioxidant-rich carotenoid found in tomatoes. This ingredient is coming in handy to manufacturers because of increased scrutiny on labeling of insect-derived red color additives (such as carmine or cochineal extract). Lycopene extract has strong clinical support and a qualified health claim against prostate cancer. There is also evidence of its ability to contribute to reduced blood pressure.

Oral probiotics are big today, but the problem with traditional probiotics is that cells do not survive high heat and pressure. Cells die quickly on the shelf, and cannot survive stomach acids, bile or enzymes in the gut. One probiotic that can survive to colonize the gut is *Bacillus coagulans*. This is a gram-positive, spore-forming rod that is 0.9µ x 3.0-5.0µ in size (aerobic to microaerophilic). Once activated, it germinates and proliferates throughout the intestine, preventing the growth of numerous bacterial and fungal pathogens. Strains of *Bacillus coagulans*, in particular, are significantly superior to other probiotics. Only 0.1% of the bacteria in the leading brand of refrigerated yogurt-based probiotic survive the gastric environment. In contrast, up to 78% of *Bacillus coagulans* survive to colonize the gut. This has been proven through extreme processing conditions, such as in boiling water and steeping for four minutes in tea. It has also survived HTST at 177˚F for 22 seconds, baking at 350˚F for 20 minutes, extrusion and pelleting, and freezing.

Natural vitamin K2, when consumed at 45µg per day, has contributed to a 50% reduction in arterial calcification, 50% reduction in cardiovascular death, and 25% reduction of all-cause mortality, as compared to low intake of dietary K2. Studies show that kids need extra vitamin K. Young bones are highly active and osteocalcin levels are 8-10 times higher when compared to adults, thus the vitamin K requirement is higher.

Co-enzyme Q-10 is an antioxidant rich, fat-soluble substance vital to the production of energy. It is said to jump-start cellular energy production. COQ10 is 100% natural when processed from yeast. It is a flavorless, odorless crystalline powder available in nano-concentrate form for color stability and provides the highest level of antioxidants in lipid form. There is clinical support for COQ10 against heart disease, high blood pressure, cancer, aging, HIV, multiple sclerosis, Parkinson's and periodontal disease.



Source: Lu, B. and Melissa Robinson, M. 2007. *FASEB Journal.* 21:750.33/PL Thomas Inc.

Patients taking grape seed versus placebo showed a significant beneficial change in blood pressure. Grape seed extract is an effective anti-hypertensive in patients with pre-hypertension.

And last, but not least, a new form of grape seed extract is an effective anti-hypertensive in patients with pre-hypertension and may prevent the development of frank hypertension. (See chart "Change in Blood Pressure.")

"Ingredient Applications Segmented by Age Demographics," Rodger Jonas, national business development manager, P.L. Thomas Inc., rodger@plthomas.com, www.plthomas.com
—Summary by Elizabeth Mannie, Contributing Editor

Baby Boomers and Trends

A trend is something that becomes popular within mainstream society over a long period of time. It is not a fad that can come and go quickly. Examples are "farm-friendly" and "healthy." Trend spotting is complex, because the food industry is multi-faceted, starting with the target market.

The Baby Boomer generation is made up of 70 million plus people, or one quarter of the population. They have evolved into knowledgeable consumers with diverse tastes and influences on purchasing decisions. One thing that makes this group unique is its variety, making it impossible to quantify with standard demographic statistics. But by going beyond statistics and digging deeper to get a valid picture, one can begin to understand the generation's sociological makeup, including diets, culinary preferences and social conscience, said Natasha Bangel, food science analyst, and Howard Keith Lucas, lead project analyst, Nerac Inc.

The Baby Boomer influence is leaning toward "good-for-you" foods such as all-natural, organic, vegetarian, nutraceuticals, probiotics, superfoods and environmentally friendly.

Interest groups, such as the American Heart Association, have their own agenda—from obesity to carcinogens to the environment. They support research and develop publicity programs in their areas of interest, which leads to pressure on lawmakers and the food industry. A recent example is the FDA's hearing on salt, stemming from a petition filed by the Center for Science in the Public Interest that is focused on reducing salt levels in processed foods. It is important to be constantly aware of how certain groups can directly impact business, anywhere in the food chain—from farmer to flavorist.

Taking a look at one of the current Baby Boomer trends, functional foods as "good-for-you" foods, the leading product categories include functional breakfast cereals and probiotic yogurts; beverages consisting of yogurt drinks, soy-based beverages, fruit juices and teas; cholesterol-lowering margarines; and inherently functional foods like cereal bars, whole-grain breads and oatmeal.

Functional food sales in the U.S. hit $25 billion in 2006 and are projected to reach $39 billion by 2011. The functional ingredients with the largest demand are glucosamine, probiotics, sterol esters, whey protein, omega-3 fatty acids and CoQ10.

Many industry insiders believe that expansion in the functional foods market may lose steam over the next several years (compared to previous growth levels) and result in a rate similar to that of traditional food products. During this period, it is suggested that the markets for some functional food categories may mature, as buying for these types of products tapers off.

"Food Industry Trend Spotting: The Baby Boom Effect," Natasha Bangel, food science analyst, nbangel@nerac.com, and Howard Keith Lucas, lead project analyst, hlucas@nerac.com, Nerac Inc., www.nerac.com
—Summary by Elizabeth Mannie, Contributing Editor

Suppliers Help with Product Development

Suppliers can furnish product developers with effective resources in the development of successful products. Identifying winning relationships with suppliers is the objective, and the right venture can save a company the classic assets of time, money and human resources, said Allan D. Samson, principal, ESCA Enterprises.

Suppliers can provide products, services or both. Products provided may include ingredients, components, equipment

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Schematic of the Project Screening Method (10-point Score Method)

Projects	Strategic Fit (0-5-10)	Long-term Strategic Significance (1-10)	Preferred Customer (1-10)	Net Sales Estimate (1-10)	Bottom Line Impact (1-10)	Operational Simplicity and Risk (1-10)	Total Score (1-60)
A	10	5	10	10	5	10	45
B	5	10	7	1	2	10	35
C	10	10	10	5	10	1	46
D	0	10	10	10	10	10	50

Source: Butterball Farm Inc.

The project score point method on a 10-point scale measures project success parameters of strategic fit, preferred customers, net sales estimates, bottom line impact, simplicity of operation and potential strategic significance.

and packaging materials. Service providers may offer products and processes, nutrition information, technical services, marketing and sales, market research, sensory analysis, analytical services and engineering. Suppliers of both products and services may offer co-packing, co-manufacturing, inventors or engagers. Interactions with suppliers can occur both directly or indirectly (through a third party).

Direct interactions with suppliers may include corporate interactions with R&D, technical services, procurement, operations, marketing or corporate management. Indirect or third party interactions involve consultants communicating with suppliers or co-packers; market research to co-packer; consultant to market research to co-packer; or a corporate functional team.

The questions involved in the supplier relationship may include: How many suppliers are involved? What are their strengths? How are they involved, internally or externally? Are they the right supplier for the job? What is the competitive advantage? Is there exclusivity, and what is the risk? Service suppliers also bring up the issues of integrity and trust, service and support, backup and follow-up, skill set, complement versus compete, objectivity, confidentiality and ownership. Relationships with suppliers of products and services such as co-packing and co-manufacturing bring up the importance of confidentiality, ownership of the formula or process, contract structure, pricing structure, the "exit" clause and, "Whose idea is it, anyway?"

Relationship killers can come from either the company or the supplier. On the part of the company, problems can involve contract bidding, bait-and-switch, incorrect volume predictions, ingredient substitution, disregard for resources, incomplete or incorrect information and cost saving versus product integrity. Supplier relationship killers can come from bait-and-switch, formula modification, formula ownership, price or cost increases, service versus size of the business, idea and management presentation, primary versus secondary relationship and confidentiality issues.

In building relationships with suppliers, good building blocks to consider and focus on are to think long-term, win together, adhere to the guidelines, know when to break the rules or not, "cross-pollinate" between suppliers and deliver results.

"A Winning Relationship in Product Development," Allan D. Samson, Ph.D., MBA, principal, ESCA Enterprises, esca@mindspring.com, www.escaenterprises.com

—Summary by Elizabeth Mannie, Contributing Editor



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New Products: Explore, Innovate, Grow

Innovation is a vital factor that is setting companies apart among the competition, more so than ever before. The basic drivers of innovation in the food industry today include increasing consumer knowledge of nutrition and health factors related to foods and slow but steady movement towards "all-natural," "organic" and "local" food, spurred in part by environmental awareness.

Advancement in technology and research is making the impossible possible. For example, not too long ago, the options were as simple as butter or margarine. Now there are endless varieties of flavored, low-calorie, dairy, non-dairy and heart-healthy table spreads.

Due to competition and product duplication, manufacturers are being forced to upgrade and renew existing product lines every three to five years, as opposed to every 10-15 years a few decades ago. Also, the integrating world economy is causing global competition like never before, increasing the significance of innovation and new product development, said Asim Syed, director of product development, Butterball Farms Inc.

There are three basic building blocks for a successful and effective new product system. These are, in the order of significance: 1. New product strategy; 2. New product process; and 3. New product resources.

New product strategy defines the market space and boundaries (technology arenas, product categories, market segments, percent of sales from new products, etc). It must reflect a company's vision, mission, goals and objectives. An example of a focused new product strategy would be to

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"provide unique portion-control solutions to the foodservice and industrial customers, in the areas of butter, margarine and specialty food products. Also, to generate X million dollar sales through new products by the end of 2010. All new products must comply with the corporate Environmental Sustainability policy."

In order to implement the new product strategy, there needs to be a well-defined and organized new product process. The process must be broken down into clearly defined stages and must have a "Go" or "No go" decision point after every stage. The general stages of this process include ideation, idea screening, definition of targets, feasibility, development, commercialization and post-launch monitoring.

New product resources include man, machine and methods. A challenge that all product development teams face is prioritization. One of the most commonly used and most effective methods to resolve this problem has been the score point method. (See chart "Schematic of the Project Screening Method.")

In a score point method, projects are screened and given points on previously determined success factors. These factors are developed with team agreement and may be specific to the type of business and company resources. Prioritization and focus provide for the goal of "do more of the best and less of the rest." pf

"New Product Development: Explore, Innovate, Grow," Asim Syed, director of product development, Butterball Farms Inc., asim.s@butterballfarms.com, www.butterballfarms.com

—Summary by Elizabeth Mannie, Contributing Editor





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- Sensory Shelf Life Studies: what, why, when and how? rtech laboratories
- Think outside the cup. Energizing Formulations with Natural Coffee Extracts, X Café LLC
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Contest details can be found at www.PreparedFoods.com *(click on Spirit of Innovation).* **The deadline for submitting new product nominations is Friday, June 27, 2008.**

2007 Award Winners

Congratulations from the staff of ***Prepared Foods*** and **Ventura Foods** to the new product development teams at **Multy Grain** and **RW Delights** for winning the 2007 *Spirit of Innovation Awards®* for the foodservice and retail categories. Read about these spectacular winning entries and other runners-up at **www.PreparedFoods.com**.

Your team could be the next winner!



PREPARED FOODS

Ventura Foods, LLC

See Food Master-*INGREDIENTS*, p. 125

New, Mid-oleic Soybean Oil

While lowering trans fats has become a hot topic among food processors, formulation challenges ranging from texture and taste qualities to stability and shelflife make many food scientists skeptical of finding a low- to no-trans fat oil alternative that may be practical for their applications.

Asoyia recently announced the availability of Asoyia Mid Oleic ULTRA Low Lin Oil (Asoyia-MO), the first soybean oil to provide an optimal level of stability, neutral taste and heart-healthy benefits desired by many food scientists. Asoyia-MO is the next generation of Asoyia ULTRA Low Lin Soybean Oil (Asoyia-ULL), introduced to the market in 2004.

Terri Volpe, technical advisor for Asoyia, said that while Asoyia-ULL is a solution for tough formulations requiring a high degree of stability and zero trans fats per serving, Asoyia-MO takes it all to the next level. “It goes the extra mile for stability,” she explained.

Mid-oleic refers to the oil’s oleic acid content. The higher the level of the monounsaturated fat relative to total unsaturates, the better the oxidative stability and shelflife of the oil. Asoyia-MO contains 53% oleic acid per serving, which is the highest level of oleic content in commercially available, modified linolenic soybean oils to date.

“ULTRA Low Lin” refers to the oil’s linolenic content. Linolenic acid is polyunsaturated fatty acid which, at higher levels, causes oil to become rancid quickly. The “low-lin” soy oils on the market contain at least 3% linolenic acid. Asoyia is currently providing an ultra low-lin oil made from soybeans with 1% linolenic acid.

Kathleen Warner, lead scientist for edible oil research with the U.S. Department of Agriculture, has conducted chemical and sensory tests on both Asoyia-ULL and Asoyia-MO. Her research is based on the food industry’s need for alternatives to trans fat-containing hydrogenated oils. Warner tested a variety of oils against Asoyia products, including low-lin canola, mid-oleic and high-oleic sunflower and mid-oleic corn oils. Warner said test results showed Asoyia-MO is “significantly better” than the others, when it comes to shelflife and taste.

Why should food processors and scientists be interested in testing Asoyia-MO? First and foremost, Asoyia-MO is a soybean oil highly preferred for its neutral taste. While there are other mid-oleic, low-lin oils available, they may have distinct flavors that can be imparted to the food.

Asoyia-MO is ideal for creating texture in products; it has performed very well in cookies, crackers and muffins and as a spray oil coating for crackers and extruded snacks.



One supplier’s soybean oil was shown to perform “significantly better” in terms of shelflife and taste, when tested against competitor products.

“It’s very stable and offers enhanced shelflife—above and beyond even our regular ultra low-lin oil,” Volpe said. “It’s good for products with a higher moisture content or where there are ingredients that may cause the oil to have a tendency to oxidize. Using mid-oleic will give them cleaner flavors for longer periods of time.”

Asoyia-MO is also processed from non-genetically modified (non-GMO) soybeans, making it desirable for companies distributing products overseas.

Asoyia-MO is in the early stages of production and is currently offered in small quantities for processors interested in testing it in their applications. Processors are welcome to request information and samples for testing by calling the company or visiting its website. pf

For more information:
Asoyia • Iowa City, Iowa
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Maximized Water-binding

Ingredients described as "clean label" are much in demand. One reason is they cross international borders more easily, whether in a finished product or a formula to be produced in multiple locations, since they often face fewer regulations compared to synthetic alternatives. When an ingredient also provides multiple benefits in a variety of applications, while reducing costs and increasing margins at the same time, it may well be an ingredient of choice.

Such is the case with Fiberstar Inc.'s Citri-Fi®. The orange-derived, 33% soluble and 38% insoluble fiber can bind both water and oil. It thus reduces syneresis and purge in products such as puddings and meats; improves softness, texture and mouthfeel in baked goods; provides strength and structure in pie crusts; and controls migration of sugars and moisture in fruit preps and confectionery items—among other capabilities. Its ability to increase yields and retain moisture and decrease bake time in bread products helps reduce final product costs.


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Citri-Fi has an unusually high water-holding capacity. Tests show Citri-Fi 200 retains up to 13.3ml water/g, while Citri-Fi 100 will retain 9.9ml/g, notes Dale Lindquist, president, Fiberstar. The same analytical test shows water-holding capacities of 4.8ml/g for certain wheat fibers, 3.3ml/g for bamboo fiber, 2.8ml/g for 30µm cellulose and 2.3ml/g for oat fiber. In fact, with its great water-binding ability, Citri-Fi should not be used at levels greater than 1.5% in efforts to achieve a fiber claim. The ingredient is natural, non-allergenic, kosher, GRAS and non-GMO. pf

—Claudia D. O'Donnell, Chief Editor

For more information:
Fiberstar Inc. • Willmar, Minn.
Dale Lindquist • 320-231-1829
d.Lindquist@fiberstar.net • www.fiberstar.net

Finding Foreign Favor



Perhaps the best testament to Citri-Fi's benefits is shown by the global success it has achieved. Here are just a few examples.

"When used in processed meats, such as sausages or injected whole muscle items, Citri-Fi is being used to replace phosphates," says Lindquist. It can be used in combination with starch to reduced purge and costs. For example, the Australian company Moira Mac's Turkey Anytime uses Citri-Fi. Its statement reads: "Turkey breast (83%), turkey stock, rice starch, salt, citrus flour, seaweed extract, white pepper."



In Chile, Industrias Campo Lindo's Colo-Colo brand of *magdalenas* (muffins) features one of Chile's most popular soccer teams, as well as Citri-Fi. The product is positioned to be a healthy, low-fat product, notes Mintel International's GNPD. The ingredient can be used to replace up to 50% of either vegetable or animal fat. "In Spain, a large baking company uses our ingredient to increase moistness and yield in baked goods," says Lindquist. "Bakeries are replacing up to 30% of butter in laminated products, through the use of Citri-Fi, which forms a gel complex with water."



In South Korea, Lotte Confectionery uses Citri-Fi in its Lotte Magaret branded soft cookies that are filled with five grains and black beans. Citri-Fi offers multiple benefits in baked good such as increased moistness, improved yields, extended shelflife and reduced costs.



In Australia, Robern FruBears uses the fiber in miniature, gummy-type teddy bears with the claim they are full of nutrition and flavor. In frozen foods, it reduces ice crystal formation and syneresis with thawing. "When used at 0.1%, Citr-Fi restricts melt in ice cream," notes Lindquist.





See Food Master-*INGREDIENTS*, p. 78-79



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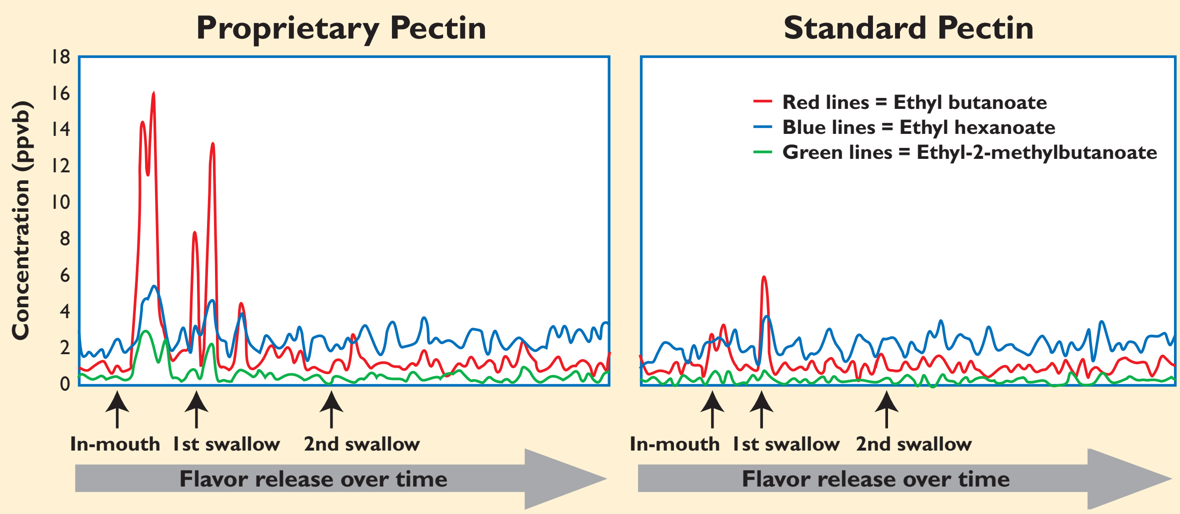
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See Food Master-***INGREDIENTS,*** **p. 122-123**

Flavorful, Low-sugar Spreads



Note: Pectin dose = 0.65%; Fruit = 60%; % soluble solids = 35%
Source: Presentation by Eva Lynenskjold, application specialist, Danisco, at the November 2006 Conference of Fruit Preserves, Sauces and Preparations Manufacturers, OEITFL

Interest in reduced-sugar products is driven by concerns ranging from obesity to diabetes; however, the formulation of such products presents challenges. For example, while firm-textured, reduced-sugar fruit spreads are familiar to the marketplace, the trend is moving toward smoother, creamier spreads with no syneresis and large fruit piece identity.

To accommodate this emerging trend, Danisco developed the GRINDSTED® Pectin SF EXTRA line for the formulation of low-sugar fruit spreads. This proprietary pectin series not only resulted in smoother, more spreadable jams, but the spreads also had another welcome benefit—an enhanced flavor profile. The enhanced flavor characteristics created were thought to be the result of the pectin's unique gel structure.

To confirm this theory, low-sugar spreads made with the proprietary GRINDSTED Pectin SF EXTRA were evaluated using three methods: trained and untrained sensory panels, texture profiling and proton transfer reaction-mass spectrometry (PTR-MS). PTR-MS let researchers monitor the real-time sequence of eating, follow the release of individual and mixtures of flavor molecules, and collect data to better understand flavor perception. Little has been published on the effect of pectin gels on flavor release within the mouth.

Factors impacting aroma perception include the physical chemistry of the flavor molecules in the food matrix, which is made up of lipids, proteins, carbohydrates and water, and the transfer of the aroma volatiles from mouth to the nasal cavity. The researchers constructed a system in which, as various spreads were chewed and swallowed, flavor volatiles exiting the nasal cavity were captured by the PTR-MS. The measurements revealed how significant changes in the release of flavor volatiles can occur within seconds from one swallow to the next. Further

The chart on the left, "Proprietary Pectin," shows the greater flavor release a proprietary pectin series imparted to a fruit spread sample. The chart on the right, "Standard Pectin," is made with conventional LA pectin.

rheological tests were also conducted and were found to correlate with sensory panel results on texture.

Two strawberry fruit spreads containing 35% soluble solids—one made with standard, amidated low-ester (LA) pectin and the other with GRINDSTED Pectin SF 369 EXTRA—were given to panelists for sampling and monitored with the PTR-MS technology. (See charts, "Proprietary Pectin" and "Standard Pectin," for the flavor release during the time sequence of eating.) The standard pectin resulted in a strawberry ester release of less than half that of a sample containing GRINDSTED Pectin SF 369 EXTRA. Since GRINDSTED Pectin SF EXTRA was designed for greater spreadability, it affects the rheology of the fruit spread in the mouth. It is well-known that foods that break down faster prior to swallowing release more flavor, while foods of higher viscosity or firmer gel have less flavor.

"The result of our research was that fruit spreads using GRINDSTED Pectin SF EXTRA deliver twice the flavor impact of traditional spreads," says Kate Jacobsen, senior application specialist, fruit prep and confection, Danisco. "The unique structure of the GRINDSTED Pectin is a major contributing factor to creating a smooth, pliable texture, while enhancing the flavor release characteristics in jams, jellies and fruit spreads." pf

For more information: www.danisco.com

Using Better-for-you Dairy Ingredients



Consumer perceptions of dairy foods have always been favorable, invoking visions of healthy bones and nutrient-rich, homey products. Dairy ingredients used fittingly can contribute to reductions in hypertension, maintenance of healthy weight and also are the perfect vehicle for nutritionally beneficial probiotic cultures. Cheeses, cheese powders and other dairy ingredients can be found throughout many segments of the food industry, leaving a huge opportunity for nutritional enhancement of foods with dairy.

One important segment of the food industry for dairy ingredients is the school lunch program. Schools, while often on low budgets for lunch menu items, are an important market for the snack industry. "School lunch programs have strict requirements for fat and sodium, often making it difficult for a snack product to be accepted. However, if a snack is accepted in the school system, it will also likely become a hit on the grocery store shelves," states Heather Anfang, director, Land O'Lakes Ingredient Solutions. "This makes it very important to meet school lunch program requirements, and nutritionally enhanced ingredients often can make the critical difference," she adds.

Recognizing the trend toward creating healthier foods and leveraging the good name of dairy products, Land O'Lakes Ingredient Solutions is increasing calcium, vitamins A and D, and reducing fat and sodium content in its ingredients. A new, patented technology is allowing the company's cheese powders to be enhanced with significantly higher levels of calcium than before—without the dry, chalky texture often resulting from calcium fortification.

Many Land O'Lakes' products also are being reformulated to contain zero trans fat and less sodium. In cheese powders and seasonings, partially hydrogenated soybean oils are being completely replaced with high-oleic canola oils. This substitution allows for no trans fat formulations and often allows for a reduction in total fat. "The higher lubricity and different melt profile of high-oleic canola oil, compared with partially hydrogenated soybean oil, delivers the same rich mouthfeel perception at significantly reduced usage," states Diane Kussy, Land O'Lakes' manager of R&D.

> Dairy ingredients can be found throughout many segments of the food industry, leaving a huge opportunity for nutritional enhancement in a range of foods and beverages.

Butter and spread blends are being formulated with high-oleic canola oil, soybean oil, palm oil, butter and combinations—depending upon desired flavor profiles and end-use. These updated products deliver the same flavor, texture, mouthfeel, performance and shelflife properties as their original counterparts, as tested by Land O'Lakes' internal sensory panels, employee acceptance and application testing.

The future will bring ingredients with added probiotics and other components for health and wellness. Land O'Lakes can provide customized ingredient solutions, in-house culinary services, extensive dairy knowledge and a trusted brand name. Additionally, expert R&D analytical, sensory and pilot plant services are available through rtech Laboratories, a business unit of Land O'Lakes.

"According to surveys, Land O'Lakes' quality is rated significantly higher than our competitors', and higher than average, offering customers peace of mind," closes Anfang. pf

For more information:
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It Takes a Village...of Chefs

According to the Research Chefs Association (RCA), "Culinology®," a term they coined, "will become the universally recognized integration of culinary arts with foods science and technology, and its practitioners will define the future of food." This fast-growing discipline is indeed "on the rise," which was also the theme of the 2007 RCA Annual Conference and Tradeshow.

Look no further for the emergence of culinology than to one of the largest flavor and fragrance companies in the world—International Flavors & Fragrances Inc. (IFF). IFF employs and grooms top chefs in their CulinEssence™ program. As raw material suppliers and food development companies have switched from focusing on the ingredients to providing service and consulting in the development of recipes and formulations—in essence, application development—CulinEssence is promoted as a "creative combination of cutting-edge flavor technology and global culinary arts that takes food to a new level, by delivering authentic global culinary taste for customers' food products."

Acting as the global leader of IFF's CulinEssence team is master chef, Florian Webhofer. Chef Webhofer has been with IFF since 1988, originally as an applications specialist in its Hilversum Flavors Creative Center, after gaining experience with some of the most famous restaurants in Italy, Switzerland, Germany and the Netherlands. Chef Webhofer has also prepared dinners for royal families and has won many gold medals in Europe, at the Chefs' Olympics and in Canada. He earned his master chef VDK in Germany in 1977 and SVH in Holland in 1985. Today, in his role with the CulinEssence team, he continues to take sabbaticals with many of the world's finest and most innovative chefs, such as Ferran Adria and Heston Bluemental.

The CulinEssence team blends chefs from wide backgrounds to create a synergistic team that can handle today's emerging trends in food. For example, certified research chef David Horrocks specializes in this CulinEssence team as a "Power Food" developer. As he is armed with a specialty in culinary nutrition, he has an unusual ability to link food science with the culinary arts and handles products with challenging parameters in the South Brunswick, N.J., IFF facility.

Executive chef Kevin McDermott, on the other hand, brings a strict culinary perspective to the world of flavor technology. He is well-suited for the current trends in natural foods, as his passions are shared between food and nature. For example, chef McDermott says, "In my off-hours, I enjoy fishing and gardening. Even when I am relaxing, however, I am thinking about how to prepare my catch-of-the-day or freshly-harvested vegetables from the garden." He wants to share this passion for the freshness of food with a wider audience, and IFF is the vehicle, as its reach is worldwide with sales, manufacturing and creative facilities in 30 countries.

As an example of how customers utilize IFF's CulinEssence team, a current recipe for Buckwheat Sour Dough Crepes with Wild Mushroom Filling was featured at the 2008 RCA meeting. "This recipe marries yogurt with the savory flavors of mushrooms and garlic. Though not unheard of in many world cuisines, it is still unusual in the U.S. We bring some of these more unusual concepts to our customers to show how even unexpected flavor combinations can be delicious and accepted by the consumer," says CulinEssence chef McDermott. pf

—*Kerry Hughes, Contributing Editor*

For more information:
International Flavors & Fragrances Inc. • New York, N.Y.
Carol Brys • 212-708-7121 • carol.brys@iff.com • www.iff.com

Buckwheat Sour Dough Crepe with Wild Mushroom Filling

Method of preparation:
Combine dry ingredients and sift. Add liquid ingredients and mix until incorporated. Refrigerate one hour before cooking and then cook in a non-stick pan on both sides until slightly browned.

For the wild mushroom filling: Cook mushrooms in hot olive oil until browned. Cook in batches, so as to not overload pan. Sauté minced shallots and garlic in olive oil; combine with cooked mushrooms. Season with salt, pepper and herbs.

Assembly: Spread herb-flavored Greek yogurt on the crepe. Top with warmed mushroom mixture. Sprinkle with seasoned garlic breadcrumbs. Roll in cylinder shape and cut on a bias and serve.

Source: IFF CulinEssense™

Ingredient	Weight GMS	%
Unbleached, all-purpose flour	560	17.50
Eggs, large	650.24	20.32
Milk	1105.28	34.54
Unsalted butter, melted	229.44	7.17
Salt	10.88	0.34
Dustless pepper	3.84	0.12
Chives, minced	10.88	0.34
Buckwheat flour	94.08	2.94
Amaranth flour seed starter	256.64	8.02
Water	266.56	8.33
Toasted oat flavor	12.16	0.38
Total	3200	100.00



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Banana Mania and More

Incorporating fruit into new products adds important health benefits, as well as flavor and value. The DOLE Industrial Fresh Frozen Fruits line offers a selection of fruits that qualify as "superfoods"—those foods highest in select, grouped nutrients that target a particular health function. Dolesuperfoods.com features various superfood categories—for brain, heart, bones, antioxidants, etc.—and the studies behind them. Many are familiar favorites, such as bananas, strawberries and blueberries. The DOLE Fresh Frozen Fruits industrial line includes a ready supply of popular fruit varieties, packs and forms, along with innovative processing and convenient packaging. Dole Food Company Inc., 404-297-8478, www.dolesuperfoods.com

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Blueberry Torta



Method:

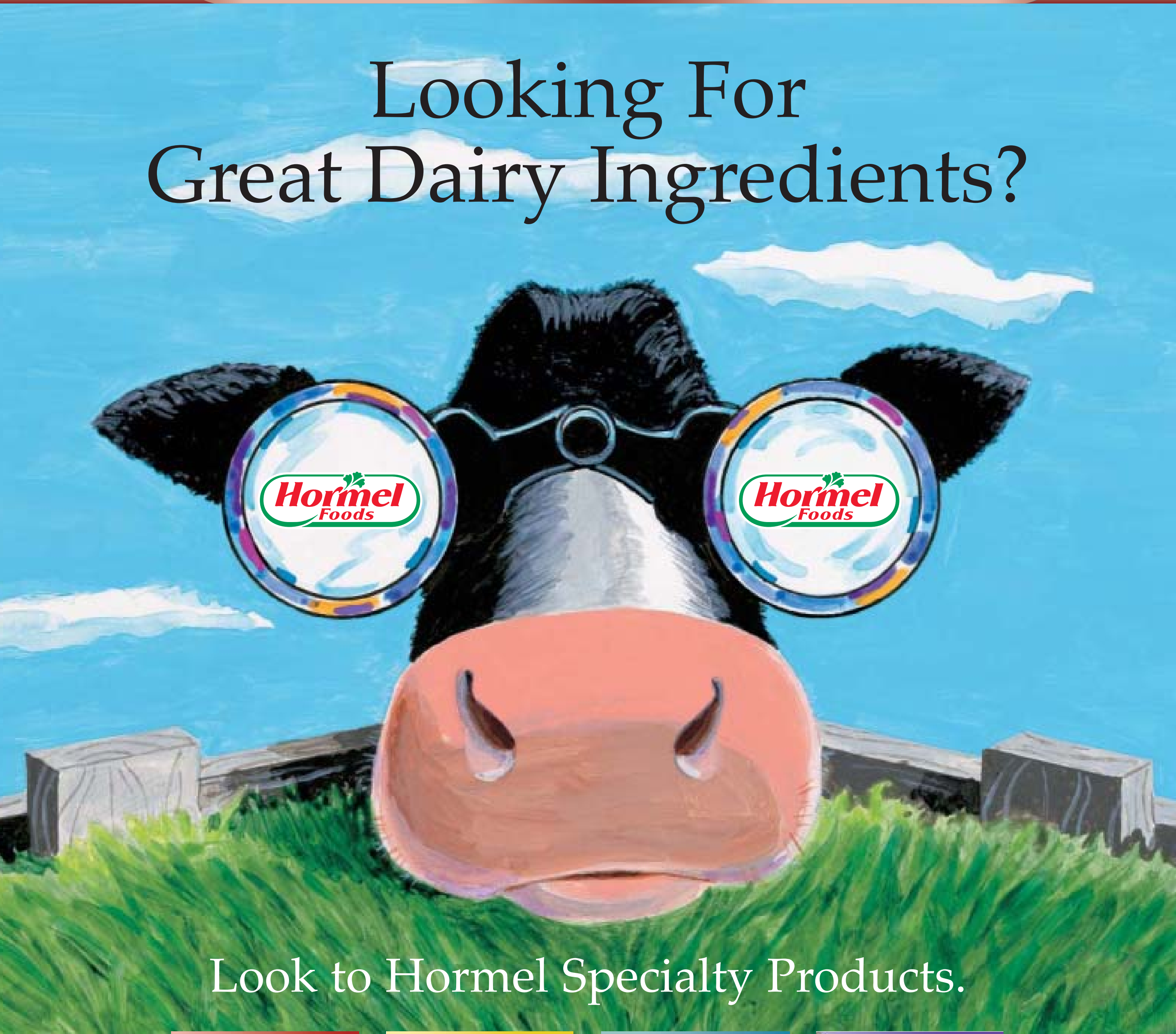
Blend together sugar and butter. Add flour, baking powder and eggs; mix to combine. Spread in prepared pans. Sprinkle blueberries (patted dry to remove excess moisture) evenly over batter. Bake at 350°F for about 1 hour, until done. Cool. Drizzle each torta with confectioner's sugar and milk icing. Yield: 10 nine-inch tortas.

In the "HealthFocus 2007 Trend Report," when consumers were asked in which foods they looked for antioxidants, 73% responded "blueberries." In fact, consumers rated blueberries the highest of all fruits as an antioxidant source. For food product designers, blueberries in the mix mean a healthy lifestyle, immediate consumer acceptance, a clean label and ease of formulation. Plus, they are available year-round in multiple formats.

Blueberry Torta

Ingredient	Weight
Sugar, granulated	2lb 3oz
Butter, softened	2lb 5oz
Flour, all-purpose	2lb 8oz
Baking powder	1⅔ oz
Eggs, whole	2lb
Blueberries, cultivated, fresh or frozen	6lb 8oz
Confectioner's sugar	10oz
Milk	1lb 8oz

Photo and recipe courtesy of U.S. Highbush Blueberry Council, c/o Thomas J. Payne Market Development, 650-340-8311, bberry@blueberry.org, www.blueberry.org





Hormel Foods Specialty Products supplies quality dairy ingredients, including cheese blends, spreads and substitutes. We'll customize our products to meet your needs, including high melt, low melt or fat free. Hormel's multiple shipping locations, high standards and leading-edge R&D make us the right choice for your dairy and other protein needs. For quality dairy ingredients from a name you can trust, call Michael Buttshaw at 800-956-0399, or email mrbuttshaw@hormel.com. Visit our website at www.hormelingredients.com for more information.

Diverse Ingredients. Innovative Thinking. Quality Solutions.™ Hormel Foods

Specialty Products

sion. Rice-based and hypoallergenic, it is versatile for use in a variety of other applications—from health snacks for kids to nutrition bars. Its bland flavor, low hygroscopicity and high solubility make it ideal for spray-drying flavors, colors and fruit juices. Grain Processing Corporation, 563-264-4265, www.grainprocessing.com



Rice is Nice

In response to growing interest by chefs, culinarians and consumers to know the origins of their food, the USA Rice Federation recently hosted a day-long "From Farm to Table" experience in Louisiana for 35 culinary professionals. Food experts got a first-hand view of this trend by touring Jeff Durand's family rice and crawfish farm and enjoying an authentic Cajun lunch of U.S.-grown rice and other local foods prepared by chef Patrick Mould. U.S. rice farmers produce an abundant supply of short-, medium- and long-grain rice as well as jasmine, basmati, arborio, black japonica and more. About 19 billion pounds of rice is grown each year in the U.S. USA Rice Federation, www.MenuRice.com

The Whole Package

For quality packaging services for stand-up pouches, look no further than a leading manufacturer of kosher- and organic-certified, gluten-free packaging. Bartelt Packs and Form-Fill-Seal Bags are offered from Zumbro River Brand Inc., for both small and medium quantities. Two-compartment Bartelt Packs are also an option. Blending, agglomeration, extrusion and flavoring services are available prior to packaging for turn-key operation. Zumbro River Brand Inc., 507-446-9097, ext. 102, www.zumbroriverbrand.com

Liquid Encapsulation Technology

A patented liquid encapsulation technology (U.S. Patent 5,690,990) is applicable to a variety of natural flavorings, sweeteners, marinates, colors, vitamins, antioxidants and other nutraceuticals. For example, FLAVEX Protein Matrix Gel systems are colloid gel matrixes that protect the delicate flavor or color profile in foods by reducing oxidation initiated from fat and oxygen. The encapsulation process prevents phase separation of oil and water in the food system at various temperatures, ambient to 175˚C after a 24-hour period. These gels also can be used for fat replacement and as a fat mimic in low-fat cooked sausage and hamburgers. Flavex Technologies, a division of the Arnhem Group, 800-851-1052 or 908-709-4045, www.arnhemgroup.com

Calculate This

This online nutrition analysis tool instantly generates accurate, up-to-date USFDA-compliant nutrition facts panels. LabelCalc™ offers an efficient, economical alternative to the other label-generation options in the marketplace, which include costly laboratory analyses, CDs and third-party consultants. Launched in 2003, LabelCalc is one of two nutrition analysis programs produced by FoodCalc® LLC. FoodCalc creates unique online applications for food manufacturers, restaurants, dietitians and chefs. FoodCalc LLC, 888-804-0001, www.labelcalc.com

Splendor in the Lemongrass

Several trend watchers named lemongrass one of the top flavors for 2008. Refreshing and light with a hint of ginger, one would never suspect such a delicate flavor was so diffi-

Fresh Mozzarella Pesto Bruschetta

Number of Servings: 8

Ingredients:

1 ¼ cups (3 large) Roma tomatoes, diced
1 clove garlic, minced
¼ cup olive oil, divided
2 tsp balsamic vinegar
¼ tsp salt, or to taste
½ tsp pepper, or to taste
1 tbsp fresh basil leaves, coarsely chopped
4 ciabatta sandwich rolls, cut in half horizontally
½ cup (2oz) Wisconsin Asiago cheese, shredded and divided
½ cup prepared pesto
16oz Wisconsin fresh mozzarella cheese, sliced into 32 slices



Directions:

In a medium bowl, combine tomatoes, garlic, 1 tbsp olive oil, balsamic vinegar, salt, pepper and basil; set aside.

Place ciabatta rolls on a baking sheet with cut sides facing up. Brush with remaining 3 tbsp olive oil, sprinkle with ¼ cup Asiago cheese and broil 2 minutes, or until golden.

Spread each roll half with 1 tbsp pesto, and top with 4 slices of fresh mozzarella. Divide tomatoes evenly over cheese, and sprinkle with remaining Asiago cheese; serve.

cult to process for commercial use. Vegetable Juices Inc. is a commercial supplier of fresh, pureéd, processed lemongrass. In its native state, it has the consistency of razor grass. The experts at Vegetable Juices have perfected a special cutting process, creating a whole pureé that "melts in your mouth." The company offers three types of lemongrass—frozen with no preservatives, refrigerated with citric acid, vinegar and salt, and a soft, frozen variety. Vegetable Juices Inc., 888-776-9752, www.vegetablejuices.com



Spice Exploration

At the recent Research Chefs Association (RCA) show in Seattle, the flavor experts at Gilroy Foods and Spicetec (brands of ConAgra Food Ingredients) hosted an exclusive tasting event at chef Tom Douglas' Dahlia Lounge to explore savory flavor trends (chef Douglas is on left, accompanied by chef Sean Craig, ConAgra). A variety of unique applications showcased seasoning blends and flavors developed exclusively for the event by Spicetec and Gilroy Foods—focusing on unique meat and poultry items. Chefs, R&D and technical services personnel from Gilroy Foods and Spicetec were on hand to discuss the flavor fingerprint that makes a savory application stand out and how tastes from the evening could be a starting point for custom solutions. Gilroy Foods, 800-851-9618, www.gilroyfoods.com; Spicetec, 800-851-9618, www.spicetec.com

Reliable, Solid Science

When products and sweat equity are on the line, solid, trustworthy advice from a credible industry leader is a necessity. Burdock Group provides ingredient safety solutions to the food and beverage, personal care, pet food and dietary supplement industries. Core services ensure regulatory compliance and include: GRAS determination/notification; qualified health claim and structure/function claim substantiation; clinical trials and due diligence investigations; and safety assessments. Burdock is a science-based firm with knowledge-driven professionals including toxicologists, information specialists and more. Burdock Group, 888-6-BURDOCK (888-6-2873625), www.BurdockGroup.com

Function and Form

A family of functional stabilizer and texture systems developed for ultimate performance in key application areas will be featured at the 2008 IFT Food Expo. ISP Food Ingredients' Textureze™ UB 500 is the newest addition to the line and can be used to create a "fluid gel," which provides excellent suspension of particulates and has a water-thin viscosity. It can suspend particles, such as minced seasonings and spices or fruit/ vegetable pulp, and is an alternative to xanthan gum in applications where suspension is desired (without added viscosity). Textureze UB 500 has transparency in solution and provides a light, clean mouthfeel that enables excellent flavor release. International Specialty Products, 888-472-5446, www.ispcorp.com

Go for the Convenience

On-the-go food occasions are a growing category, fueled by irregular working hours, busy schedules, longer commute times, etc. To accommodate busy lifestyles, Virginia Dare will feature beverages and snacks that on-the-go consumers can enjoy at the 2008 IFT Food Expo (booth #2731). Virginia Dare, 410-569-9766, www.virginiadare.com

Fewer Calories, More Satiety

Today, many food developers are focused on creating products that will help consumers eat fewer calories to satiate their hunger and, thus, help them maintain a healthy body weight. Litesse® polydextrose, from Danisco, is a 1Kcal/g, specialty carbohydrate that is sugar-free, prebiotic, high in fiber and low-glycemic. High-fiber and low-glycemic foods help to moderate fluctuations in blood-sugar levels and can suppress hunger longer. This, in turn, can discourage overeating and assist with weight management. Litesse® can play a key role in the development of foods that are less dense with calories, high in fiber and have a lower glycemic response. Danisco Sweeteners, 800-255-6837, www.litesse.com

Wild About Weight Loss

A new line of functional ingredients contains some that specifically target weight loss. WILD Flavors Inc.'s H.I.T.S—Health Ingredient Technology Solutions®—provides a variety of health ingredients, including weight loss ingredients. Through a recent agreement with Cognis® Nutrition & Health, WILD now offers Tonalin® Conjugate Linoleic Acid (CLA) as a supplement for food and beverage applications. With a proper diet, CLA may aid in maintenance of a healthy weight by reducing overall body fat content. WILD Flavors Inc., 888-WILD-FLAVORS (888-945-33528677), www.wildflavors.com

Extreme Conditions

A new starch, which withstands intense heat, acid, high shear and low- pH processing conditions, is now available from National Starch Food Innovation. ULTRA-TEX SR is one of three new, cold-water swelling starches in the ULTRA



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abstracts

Series of dispersible starches that have been created to meet the cold preparation/processing needs of convenient foods, such as mayonnaise, and high-quality, low-fat dressings. It eliminates the need for the blending of dry ingredients. ULTRA-TEX SR maintains high viscosity and superior texture where dressing recirculation is required. In many cases, up to 10% less starch can be used—when compared to conventional starches—to achieve the same viscosity. National Starch Information Center, www.foodinnovation.com



Salt Solutions

International health organizations have made a call to lower the salt content of products to the lowest levels possible. Solbar maintains that it can reduce typical sodium levels in its soy isolate to 300mg/100g (3,000ppm). Typical sodium levels in soy isolates are estimated at 11,000-13,000ppm. Key factors for successful sodium reduction include guaranteeing that the protein has no metallic flavor, low viscosity and working well in meat and food formulations. Solbar has developed steam-textured soy proteins especially designed for instant noodles and a variety of applications employing functional soy protein concentrates and isolated soy proteins. Solbar Industries Ltd., Israel, +97288632111, www.solbar.com

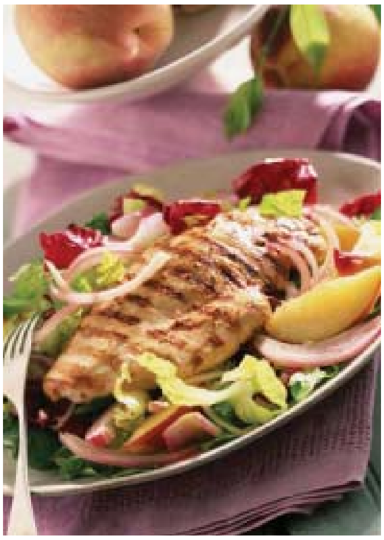
Processing Aids and Nutrition

A leading engineered materials corporation will showcase the products and technical service capabilities from two of its Strategic Business Units (SBU) at this year's IFT Food Expo in New Orleans (booths #4800 and #4804). Huber Engineered Materials' (HEM) Health and Nutrition SBU will focus efforts on dietary supplements, and its Silica SBU will discuss a variety of precipitated silica and silicate products used in spice blends, powdered foods and drink mixes as anti-caking, free-flow and processing aids. Processing capabilities to be highlighted at the show include fluid bed granulation, blending and packaging for a variety of vitamins, minerals and specialty products. Huber Engineered Materials, 678-247-2730, www.hubermaterials.com

Naturally Functional

A new lineup of highly stable, natural flavors masks off-flavors of foods and beverages induced by heat, light and oxygen. Ogawa Solution's NAF® Flavor Series has specific targets: NAF A for off-flavors of artificial sweeteners and functional food ingredients—this cuts lingering aftertastes, such as from catechins and polyphenols; NAF B for off-flavors of food by heat, light and oxygen—these could typically be used in dairy or meats; NAF C for off-flavors of citrus products under lighted conditions—primary uses include transparent beverages and masking of the compound citral; and NAF D for off-flavors of citrus products under heated conditions—ideal for when products (primarily beverages) are subjected to warm distribution and storage temperatures. All NAF flavors (except NAF C) are available in both powder and liquid form, and the products will not change the flavor character of food products when added. They are effective at low ppm levels and can be customized and sold in compounded form to match the aromas requested. Ogawa Flavors & Fragrances, Carl Arvold, 510-233-0633, 800-883-9574 (outside Calif.), avrico@avrico.com, www.ogawa.net/english

Purely Safe



Consumers who are skittish about food safety can rest a little easier. PURAC's new Protect-M (based on Mirenat®) bactericidal surface treatment solution gives processors a new way to fight foodborne pathogens and allay concerns. Recently approved by the USDA as a processing aid for fresh meat and poultry, Protect-M is the newest product in PURAC's extensive food safety portfolio and kills pathogens on the surface of meat and poultry products. A naturally derived, lauric arginate (LAE) surface treatment, it is effective against *Salmonella*, *E. coli* and *Listeria*. PURAC America Inc., 847-634-6330, www.purac.com

Lasting Freshness

Now, snack cakes, muffins and cake donuts can stay fresh, moist and soft—even weeks after manufacture. Puratos' Acti-Fresh solutions with Novozymes enzyme technology ensure fresher, higher-quality products by keeping the crumb more cohesive and soft. It effectively slows retrogradation of starch molecules in wheat flour—without causing the gummy, non-elastic and sticky crumb that is typical of conventional amylases. Puratos also optimizes synergies between enzymes and other ingredients, including emulsifiers. Puratos, 856-428-4300, www.puratos.us pf


Managing Joint Health
Just Got Easy.
For millions of consumers, joint health looks like this.
V
Now, it can look like this.
With the U.S. joint health market at $1.2 billion and growing, consumers are reaching for glucosamine in big numbers. Now you can reach for glucosamine to differentiate your portfolio and drive sales. Cargill's Regenasure® Glucosamine can be easily incorporated into products your consumers already enjoy. And it's the only GRAS glucosamine available, U.S.-produced from a vegetarian source.
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Captive Audience • Industry Knowledge • Clear Insight
www.clearseasresearch.com

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ABF Ingredients

ABF Ingredients are pleased to be exhibiting at the IFT for a second year, bringing together the wide portfolio of companies within its group onto one spectacular booth (number 1903).

We will see product demonstrations from PGP International with a granola mix and a fruit smoothie, Protient will be demonstrating a chocolate and a protein shot and Ohly, will be demonstrating a flavoured meat stick and a smoked hickory chip.

This year sees the 50th anniversary of the VERON® brand from AB Enzymes. VERON® HF will be promoted at the IFT, this is an exciting enzyme product to reduce or even replace vital wheat gluten in baking formulations. VERON® HF replaces up to 50% of the gluten used in a formulation enabling gluten users to reduce their costs significantly.

Look out for Protient who will be unveiling their new image complete with a contemporary new logo to signify the future of proteins.

ABF Ingredients is a division of Associated British Foods focusing on high value ingredients for food and non-food areas. ABF Ingredients have established market positions in Emulsifiers, Esters, Specialty Lipids, Milk Proteins, Enzymes, Crisp Grains, Specialty Rice Flours, Yeast Extracts, Whey Proteins, Lactose and Extruded Ingredients.

For further information, contact Tracy Scribbins: tscribbins@abfingredients.com

ABF ingredients

For further information, contact:
Tracy Scribbins
ABF Ingredients
Sugar Way
Peterborough
PE2 9AY
United Kingdom
Phone: +44 (0) 1733 555032
Fax: +44 (0) 1733 427846
e-mail: info@abfingredients.com
Web: www.abfingredients.com

ACH Food Companies, Inc.

Cold drinks are hot! Fortified smoothies, trendy iced coffees and meal-replacement beverages are among the products luring consumers away from soft drinks. Although dairy products go a long way in providing mouth-feel, flavor and creaminess to these products, they also provide unwanted cholesterol, saturated fatty acids, and also have a short shelf life.

Richmix® Cold Water Soluble Beverage Base from ACH Food Companies, Inc., offers a solution. A non-dairy powder, Richmix® Cold Water Soluble Beverage Base is made with high oleic sunflower oil, a non-hydrogenated oil with no trans fatty acids and low in saturated fat.



Essentially a fat source in powder form, Richmix® Cold Water Soluble Beverage Base offers many of the same functional properties as dairy products, providing flavor, mouth-feel and emulsification properties that enhance creaminess, while offering a one-year shelf life, twice that of other healthy oils.

Since Richmix® CWS is designed specifically for cold water applications, Richmix® Cold Water Soluble Beverage Base hydrates quickly and requires only moderate agitation to disperse.

Richmix® Cold Water Soluble Beverage Base is OU-certified kosher dairy.

ACH Food Companies, Inc.

For further information, contact:
ACH Food Companies, Inc.
7171 Goodlett Farms Parkway
Memphis, TN 38016
Phone: 800/344-8656, Ext. 3059
Website: www.achfood.com

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Advanced Food Systems, Inc.

Looking for reducing fat content and product cost? Try our specially designed dehydrated dairy system, called **Milk Plus™**. When **hydrated in whole milk**, it can be used as a 1:1 replacement for heavy cream in sauces, soups, and bakery products. The finished product is similar in flavor, mouth-feel, and color to heavy cream but is significantly lower in cost and fat. **Milk Plus™** is a dry system that requires no refrigeration.

Milk Plus™ is one of many products carefully designed and manufactured by our R&D, Technical Service, and Production teams, whose experience and expertise provide our customers with creative culinary experiences as well as the latest advances in Food Science and Technology. We help our customers with improved Texture and Flavor, Lowered Costs, Improved Process Control, and Development of New Products in our state-of-the-art manufacturing facility and R&D laboratory and kitchen.

This year we are celebrating our **26th Year** of providing our customers with innovative problem-solving, high-quality products, fast turnaround, and outstanding technical service. We have grown from our humble beginnings in 1982 to a highly-reputable and reliable company which provides hundreds of custom-designed products across almost all food categories.

Whether your needs are for product or cost improvements, new product development, or value-added functional ingredient systems, we are ready to turn your project into a success. Advanced Food Systems, Inc.: **Providing the Right Balance of Texture and Flavor.**

AFS

For further information, contact:
Advanced Food Systems, Inc.
21 Roosevelt Ave.
Somerset, NJ 08873
(800) 787-3067
Fax: (732) 873-4177
Email: info@afsnj.com
www.afsnj.com

Ajinomoto Food Ingredients

Ajinomoto Food Ingredients - (Supplier)
In the food business for nearly a century, the Ajinomoto Company Inc. has provided both tasty and healthful products to Consumers around the Globe. Literally translated, Ajinomoto means "the essence of taste."

Ajinomoto established its name with its signature product, monosodium glutamate, and later ventured into amino acids, artificial sweeteners, savory ingredients and specialty ingredients. Ajinomoto has embraced a management philosophy focused in making significant advances in food and health on a global basis. **Providing products that not only taste good, but are good for you, is Ajinomoto's promise.**

As its name implies, Ajinomoto provides the "essence of taste," and it has done so without compromise for nearly 100 years.

Link to www.ajiusafood.com for more information.



AJINOMOTO

For further information, contact:
Primary contact:
Brendan Naulty
President
8430 West Bryn Mawr Avenue
Suite 635
Chicago, IL 60631
Phone: 773-714-1436
Fax: 773-714-1431

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American Egg Board



One of nature's most perfect foods makes other foods perfect, too. Versatile, hard-working real egg products offer a wide array of functionalities, including coagulation, emulsification, foaming and crystallization control.

Egg products are a valuable tool in meeting diverse formulation requirements while providing clean labels that consumers crave.

American Egg Board (AEB) is the U.S. egg producers' communications link to food processors. As the egg industry's promotional organization, AEB works to educate manufacturers and developers of new food products about the functionality and nutritional benefits of eggs. AEB develops and distributes resource materials to assist product developers, shares timely tips and trend information through a quarterly newsletter and a monthly e-newsletter, and also makes available egg product experts to answer technical questions.

Throughout the year, AEB develops science-based White Papers discussing pertinent nutritional topics such as Protein, Satiety, Functionality and the Gluten-Free aspects of using egg products. These White Papers can be found at http://www.aeb.org/EggProducts/nutrition-trends/index.htm. It is our belief that in helping food formulators become more aware of the benefits of egg products, they can create more healthful and appealing products for consumers.

For more information about American Egg Board promotional efforts and activities, or facts on egg products, nutrition, technical specifications and formulas, visit us at our web site: www.aeb.org.

The incredible edible egg™
American Egg Board

For further information, contact:
Elisa Maloberti
Director of Egg Product Marketing
1460 Renaissance Drive
Park Ridge, IL 60068-1340
847.296.7043
Email: aeb@aeb.org
www.aeb.org

American Key Food Products (AKFP)

American Key Food Products, (AKFP) is an affiliate of American Key Products, a company with a fifty-five year history of importing and distributing of food starches. The growth of the combined companies has allowed us to supply a variety of food industries such as baking, snacks, soup, spices, meats and dairy. The cook-up, cold swelling and freeze thaw capabilities of our starches are the best available in the market. Our modified potato starches excel beyond your expectations by improving your product and savings.

Our corporate headquarters is located in Closter, New Jersey but we have many warehouses throughout the United States stocked with items to provide our customers with quick deliveries. Our customer service department and sales department are available to assist with any questions or sample requests you may have.

We at American Key Food Products believe it is most important to match the needs of our customers while providing excellent prices. All of our starch products are Kosher Certified and GMO Free.

For more information about our company and our products, you can contact our sales department at (877) 263-7539 or our website WWW.AmericanKeyFood.com.

AKFP
AMERICAN KEY FOOD PRODUCTS

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AMERICAN PALM OIL COUNCIL

The American Palm Oil Council is dedicated to bringing all the goodness of the Palm to the marketplace. Palm oil provides a valuable source of beta carotene and antioxidants, tocopherols and tocotrienols, which are isomers of vitamin E.

APOC recommends naturally trans-fat free palm fruit oil that supplies nutritional benefits along with the functionality of partially hydrogenated shortening.

Palm Oil:

Higher Antioxidant Content
✓ Contains more Vitamin E than olive oil
✓ Among the edible oils commonly consumed, palm olein is the richest source of Vitamin E Tocotrienols.

Excellent Frying Properties
✓ Ideal and stable frying oil.

Competitively Priced
✓ More affordable than olive oil.

"Lose the trans-fat, not the taste"

APOC

For further information, contact:
American Palm Oil Council
21515 Hawthorne Blvd Ste 690
Torrance CA 90503
T: 1 877 ASK PALM (275 7256)
F: 310 944 3544
info@americanpalmoil.com
www.americanpalmoil.com
www.mpoc.org.my
www..malaysiapalmoil.org

BASF Corporation

BASF Nutrition Ingredients is a leading supplier of food ingredients including vitamins, carotenoids, omega-3s and others. Premium formulations are BASF's key strength, providing advanced technologies and scientific expertise for dietary supplements, food, and beverage applications. BASF has launched a portfolio of vegetarian & allergen-free* formulations, including beta-carotene and vitamins A, D3, E and K1. BASF is present in all major markets worldwide, and complies with the highest quality and regulatory requirements.



BASF Nutrition – the healthy decision.

Special Services
BASF's Technical Service Center in Ledgewood, N.J. houses laboratory testing and processing equipment used for foods, beverages and dietary supplements. State-of-the-art equipment for beverage processing and high-speed tablet pressing is available to demonstrate the use of BASF products in customer applications. We provide local and global resources for technical support and expertise to provide solutions to our customers' needs.

* No labeling requirements with regard to allergens according to Directive 2000/13/EC (as amended) and the US Food Allergen Labeling and Consumer Protection Act (FALCPA).

BASF
The Chemical Company

For further information, contact:
BASF Corporation
100 Campus Drive
Florham Park, NJ 07932
Tel: (800) 527-9881
Fax: (973) 245 6843
E-mail: nutrition@basf.com
www.human-nutrition.basf.com

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Bay State Milling

Where Change Cultivates Opportunity

Since 1899, Bay State Milling has proudly provided exceptional quality flour and grain-based food products. It is a commitment that extends beyond our deep understanding of advanced milling processes and technologies, and draws upon our unique ability to understand and embrace the changes our customers face.

For retail bakeries, wholesale bakeries, foodservice operators, distributors and food manufacturers seeking to adapt to and profit from change, this represents a critical combination of product and service — one that allows them to partner with experts who are passionate about helping them prosper.

True to tradition, we continue to remain one step ahead of the industry trends, providing the highest quality whole grain products and serving as a major supplier to the organic food industry.

We produce a level of quality and consistency that few, if any, can match, continually adding capabilities in research and development, specialty milling and blending. As a result, Bay State Milling remains a step ahead of industry trends. Whether you are seeking new methods for incorporating whole grains, ways to lead the push toward health and wellness, or help in creating the grain-based foods of the future, we have the expertise and the affinity for change to ensure your success.

Bay State Milling

Where change cultivates opportunity.

For further information, contact:
Bay State Milling
www.baystatemilling.com
info@bsm.com
1-800-55-FLOUR

BENEO-Orafti

BENEO-Orafti is the world leader in the production of chicory ingredients. Its products include active food ingredients such as inulin and oligofructose for the food and animal nutrition industries and bio-based chemicals for cosmetic and chemical applications. With a head office in Tienen, Belgium, the company operates in more than 75 countries and has production units in Oreye (Belgium), and Pemuco (Chile).



BENEO-Orafti remains focused and committed to product innovation; helping manufacturers develop balanced and nutritional food products with a FeelGood factor that consumers are increasingly demanding. Today BENEO-Orafti has launched an upgraded version of its popular Orafti®HSI product (Highly Soluble Inulin) called Orafti®HSI Ultra to provide extra technological benefits for manufacturers who produce fruit preparations, and fruit fillings for baked goods and confectionery.

beneo orafti

For further information, contact:
Mr. Joseph O'Neill
BENEO-Orafti
2740 Route 10 West
Suite 205
Morris Plains, NJ 07950
www.BENEO-Orafti.com

For more press information:
Laura Smith
Kristin Gallucci
973-359-4444
LSmith@fioreassociates.com

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Bioenergy Life Science, Inc.

Natural Energy
Bioenergy D-ribose is a naturally occurring, five-carbon carbohydrate used to stimulate the synthesis of adenosine triphosphate (ATP) which is crucial to health and maintaining normal energy-dependent body functions. Ribose is the back bone of ATP and part of the generic materials DNA and RNA. Ribose is proven effective in relieving muscle stiffness and soreness and good for cardiovascular health.

While every cell in the body has the ability to make ribose, the metabolic pathway used is slow and rate limited. Supplemental Ribose significantly accelerates energy recovery and sustained energy. Bioenergy Ribose is perfect for energy, endurance, recovery, anti-fatigue and cardiovascular health products.

Bioenergy Life Science and D-ribose
Bioenergy Life Science, Inc. is an integrated life science company whose core technology is centered on D-Ribose. We are the world leaders in D-Ribose and have over 30 issued or pending patents. Bioenergy Life Science works confidentially to help clients with claim development and technical support.

A natural, user-friendly ingredient, Bioenergy D-ribose is GRAS, non-gmo, Kosher & Halal certified and dissolves easily in hot or cold solutions. It has slightly sweet flavor, approximately half of sucrose. Rather than spike blood sugar levels D-ribose actually lowers blood sugar. Bioenergy D-Ribose is available in over 200 sports nutrition, cardiovascular health and functional food and beverage products.

BIOENERGY LIFE SCIENCE, INC. THE RIBOSE COMPANY™

BIOENERGY™ RIBOSE®

For further information, contact:
Bioenergy Life Science, Inc.
13840 Johnson Street NE
Ham Lake, MN 55304
Phone: 763.757.0032
Toll Free: 877.4RIBOSE
Fax: 763.757.0588
Email: info@bioenergy.com
Web: www.bioenergy.com

Biorigin

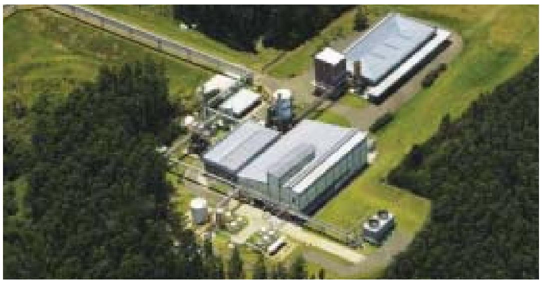
Biorigin is responsible for the production of natural ingredients for human foods and animal nutrition. We are always looking into the future, in a constant search for innovative solutions to provide health and the well-being of society.

The company currently offers natural solutions that enhance food tastes and develops products that fulfill client needs. The Food Ingredients product line includes yeast extracts, inactive dry yeast, autolysed, and mineralized yeast.

BIONIS: Bionis yeast extracts naturally enhance the original flavors of a variety of food products, providing more body. We have developed yeast extract with Umami characteristics and dark roasted to enhance flavors and increase the *mouth feel* and Umami of savory products.

BIOTASTE: Biotaste yeast extracts are produced from natural ingredients and were developed to fulfill the needs of Biorigin clients who desired an ingredient that provides a characteristic flavor, in addition to contributing to enhance the body, and *mouth feel* of final products, maximizing flavor impact.

GOLDCELL: Goldcell is used in a wide range of applications, as bakery products, meat products, condiments, pâtés and sauces. They are used effectively in the pharmaceutical industry, which can act as a nutritional source (amino-acids and vitamins).



Biorigin

For further information, contact:
Company Name: Biorigin
Contact Name: Claudia Crepaldi
Phone Number: 55 14 3269.9200
Fax Number: 55 14 3269.9210
Address: Rua XV de Novembro, 865 –
Lencois Paulista – SP Brazil
Email address: biorigin@biorigin.com.br
Web address: www.biorigin.com.br

Biothera

Biothera is a biotechnology company dedicated to developing novel ingredients that improve immune health. We manufacture and market Wellmune WGP® and other patented, functional ingredients for foods, beverages and nutritional supplements worldwide.

Wellmune WGP is:

- A natural functional food and beverage ingredient.
- Clinically proven to enhance key immune responses to provide protection.
- GRAS, GMO-free, Kosher and non-allergenic.
- Soluble, dispersible and stable for ease of formulation.
- Protected by more than 40 U.S. patents and patents pending.
- Winner of 2007 IFT Innovation Award.

Come visit us at IFT booth #5034 to learn about our latest human clinical research demonstrating the ability of Wellmune WGP to protect individuals from stress-related health challenges.

Biothera was founded in 1997 and is based in Eagan, Minnesota, USA.

wellmune wgp

For further information, contact:
Steve Meredith
Vice President, North American Sales
Biothera
General: 651-675-0300
Direct: 801-944-8868
Email: smeredith@biothera.com
Web: www.biothera.com

Brenntag North America

BRENNTAG is the global leader in the distribution of a full menu of food processing ingredients, as well as MRO and industrial chemicals. Let us cater to your needs with products that range from fundamentals to specialties, including acidulants, emulsifiers, enzymes, hydrocolloids, preservatives, sweeteners and more. All served just the way you ordered it!



Serving you with Superior Value . . .

- Expansive North American Coverage
- Global Sourcing Capabilities
- Experienced Industry Professionals
- Extensive Product Portfolio
- National Accounts Management Program
- Efficient Logistics Network
- E-Commerce Enabled

Make BRENNTAG your food ingredient distributor of choice.

BRENNTAG

For further information, contact:
Brenntag North America
P O Box 13786
Reading, PA 19612
610 926 6100 - 800 814 7626 – Ext. 3858
brenntag@brenntag.com
www.brenntagnorthamerica.com

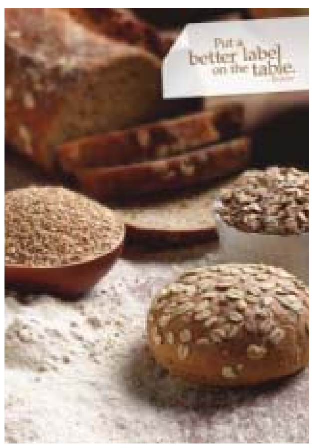
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2008 IFT Show Preview Profiles

Briess Malt & Ingredients Company

If formulating foods and beverages for the growing health and wellness category is your challenge, Briess Malt & Ingredients Company invites you to see how it can help you "Put a better label on the table" in Booth #518 at the 2008 IFT FoodExpo in New Orleans. Briess will be displaying its extensive portfolio of natural, specialty ingredients that help achieve a clean label as well as specific label claims including:

- **Natural**
- **Organic**
- **Whole grain**
- **Gluten-free**
- **Non-GMO**
- **Kosher**
- **Low fat**
- **Heart healthy**



Value-added ingredients from Briess are also functional and can improve the processing, flavor, color, texture or eye appeal of baked goods, bars, beverages, cereal, confectionery, frozen desserts, gravies, prepared foods, sauces, soups, snack foods, teas and seasoning blends. Have a specific problem to solve? Custom ingredient development and processing, or custom dry blending, can help you solve challenges encountered when formulating for label claims.

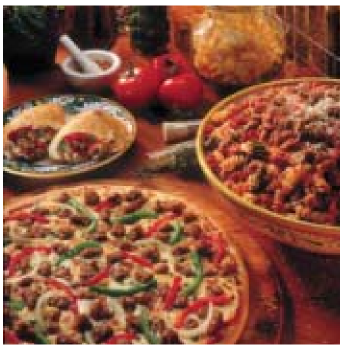
Technical staff will be on hand at the IFT FoodExpo to discuss how Briess can help solve your formulating challenge. Or log onto briess.com to learn more about standard product lines:

- **Nutritive Sweeteners (malt extracts, rice and tapioca syrups)**
- **Roasted Grains**
- **Pregelatinized Grains**
- **Malt Ingredients**

BRIESS®
MALT & INGREDIENTS Co.
All Natural Since 1876

Burke Corporation

Burke Fully Cooked Meats
Burke is a leading supplier of fully-cooked meat products that are used as ingredients by foodservice operators and manufacturers of entrees, pizza, soups, and appetizers. Choose Burke for the advantages of fully-cooked—consistency, convenience, and food safety.



Always make it your best® with Burke's fully cooked meats; specializing in Italian sausage, beef and pork toppings, meatballs, pepperoni, bacon, ham, chicken strips, and breakfast sausage. Additionally, we offer a variety of specialty products: *Hand-Pinched Style®* toppings, chorizo, gyro topping, andouille sausage, Mexican-style meats, and shredded beef, pork and chicken. Bulk packaging and private labeling available.

NEW Organic and Natural Meats
Satisfy demand for natural and organic alternatives with Burke's NaturaSelect™ line of pizza toppings.

Burke Custom Solutions
Burke's research and development expertise, combined with our processing capabilities, allow us to meet your diverse requirements in terms of flavor, texture, shape and appearance. From spicy to mild, crumbles to strips, consistent or random shapes—our research and development department does it all, including custom formulations.

BURKE®
Always make it your best®

For further information, contact:
Burke Corporation
Liz Hertz
Marketing Director
PO Box 209
Nevada, IA 50201
Phone: 515-382-3575
Toll-Free: 800-654-1152
Fax: 515-382-8544
e-mail: sales_info@BurkeCorp.com
website: www.BurkeCorp.com

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Butter Buds Food Ingredients

Butter Buds Food Ingredients will show its line of natural dairy concentrates: Butter Buds®, Cheese Buds®, Cream Buds™, and Buttermilk Buds®. These ingredients deliver up to 400 times the flavor strength of standard dairy ingredients and, at typical application levels, contribute less than 0.1% fat and no trans fat.

All natural, and stable in price, the Butter Buds line has proven effective for improving taste in almost any kind of food product, including meats, bakery, snacks, soups, sauces and dressings.

The company also makes CocoaButter Buds™, a natural solution for enriching chocolate flavor without adding additional fat, and Dried Beer Extract™ a non-alcoholic, natural beer concentrate in powdered form, perfect for imparting beer flavor to batters, meats, baked good and snack seasonings.

New this year is Olive Oil Buds™, which delivers the flavor richness and nuance of natural extra-virgin olive oil in concentrated, convenient powered form, making it simple to add flavor to dry seasoning blends, dry salad dressing mixes, coatings, breadings, baked goods, sauces and many other applications. Labeled as "natural flavor" or "natural olive oil flavor," Olive Oil Buds opens new opportunities without complicating production or packaging processes.

Visit Butter Buds Food Ingredients at booth #4001.

ButterBuds℠
FOOD INGREDIENTS

For further information, contact:
Butter Buds Food Ingredients
2330 Chicory Road
Racine, Wisconsin 53403
262.598.9900
bbfi@bbuds.com
www.bbuds.com

CALIFORNIA DRIED PLUMS

Single Solution To Sandwich Shelf Life

Whether fresh prepared or using processed ingredients, maintaining food shelf life and eating quality is a never-ending challenge for foodservice operators. Time, temperature, oxygen, bacteria and other enemies of shelf life and food quality are constantly at work eroding the best efforts of the kitchen.

Dried plums, powders, and juice concentrates provide a natural defense against these enemies of food shelf life. This defense is most evident in the three principal components of sandwiches—proteins, breads and sauces/condiments. Dried plums are naturally rich in fiber and high in sorbitol to bind and maintain moisture in sandwich meat and bakery products. Dried plums' acidic profile, particularly malic acid, along with an exceptionally high antioxidant content fend off the corrupting effects of bacteria and oxygen.



Sandwich meats, particularly lean, low-fat versions often become dry when re-heated and/or held under heat (e.g., on a serving line, in a hot-box, warming oven or on a roller grill). Because of double heating, favorable sensory characteristics can be reduced or lost leaving consumers dissatisfied. Additionally, lipid oxidation (rancidity) or warmed-over flavor is a major cause of deterioration in the quality of pre-cooked meat and poultry products.

In sandwich bakery components, dried plums' sorbitol is an effective humectant, and thus helps to keep bakery products soft and moist. Dried plums' malic acid not only potentiates flavor but also inhibits mold development.

Dried plums can complement existing sauce and condiment recipes or serve as a base for new creations. The non-characterizing flavor of dried plums absorbs and rounds out other flavors while adding moisture.

California Dried Plums

For further information, contact:
California Dried Plum Board
Telephone1-800-729-5992
Fax 916-565-6237
www.californiadriedplums.org

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California Raisin Marketing Board





CALIFORNIA RAISINS– The surest path to success begins not with the product, but with what's in it.

California Raisins are always the wise choice. On their own or in some of the industry's favorite food products, California Raisins deliver unique flavor, dietary fiber, essential nutrients and important antioxidants — all self-contained in a deliciously, sun-sweetened fruit ingredient.

Whether used to enhance flavors, eliminate or reduce fat content, or simply to extend shelf-life, California Raisins are the ingredient that is always the wise choice. Why? Because not only do California Raisins transform the character of certain foods, they also maintain structural integrity during processing. California Raisins have a great emulsifying quality when added to vinaigrettes, not to mention, acting as an excellent base ingredient to naturally help bind dry ingredients together.

Like in his Slow Cooked Pork with Guajillo Chile and California Raisins Pipian featured here, Chef Robert Del Grande deploys California Raisins in combination with authentic Hispanic world flavors and ingredients to achieve a spectrum of subtle and balanced flavors.

Regardless of how they are used, raisins provide healthy, sun-sweetened flavor from California's San Joaquin Valley and are always a wise choice in product research and development.

Flavor Meets Functionality: the Way of the California Raisin.

Visit LoveYourRaisins.com for more delicious recipes.

For further information, contact:

California Raisin Marketing Board
Karla Stockli
Vice President of Marketing
3445 North First Street, Suite 101
Fresno, CA 93726
karla@raisins.org
559-248-0287 - phone
559-224-7016 - fax
www.LoveYourRaisins.com

California Raisins™

Regenasure® Glucosamine



An energetic lifestyle, participation in impact sports, and aging can all wear down joint cartilage, which is a major cause of joint pain and stiffness. In fact:

- over 30 percent of baby boomers are actively managing joint issues
- more than 400 million people – worldwide - are affected by joint and bone problems, and that's expected to grow at least 10 percent annually during the next ten years.

Consumers know and understand the benefits of glucosamine, a key building block of joints, in managing joint health. Dozens of studies and human clinical trials have demonstrated its benefits. And glucosamine is now one of the top-selling products in the supplement market.

Regenasure® GLUCOSAMINE

For food and beverage manufacturers wanting to reach this growing market, Regenasure® Glucosamine is the right choice. **It's the only commercially available GRAS glucosamine, allowing formulation of innovative new products under a food label rather than a supplement label.** Plus, it's domestically produced in the U.S. from a vegetarian, shellfish-free source.

Regenasure® Glucosamine is one of the many ingredient offerings from Cargill, spanning the spectrum from core ingredients to specialty ingredients to ingredient systems to finished food systems. Not only do we have the ingredients you need, but also the resources and expertise for creating products that appeal to consumer tastes and nutritional needs.

Cargill™

For further information, contact:

888-REGENASURE
www.regenasure.com

2008 IFT Show Preview Profiles

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Cargill

Cargill to showcase product development capabilities and functional ingredient portfolio at IFT 2008

Responding to consumer and customer demand for health-promoting, great-tasting and convenient products, Cargill will showcase 11 prototypes from the bakery, beverage, and snacks and cereals categories at IFT 2008.

From addressing consumer health and nutrition interests – such as digestive health, sodium reduction, heart health and gluten-free diets – to satisfying consumer cravings for pure indulgence, Cargill will demonstrate how it helps customers develop new products by leveraging market insights, technical capabilities and ingredient innovations in flavor, fats and oils, sweetness, texture, chocolate and health-promoting ingredients.

Cargill's array of prototypes will include a juice smoothie and a cereal designed to promote digestive health; an indulgent chocolate milk and snack; reduced sodium salsa; gluten-free cake; a kid-friendly breakfast cookie with enhanced nutrition; a white tea with protein; and a heart health-promoting beverage.

Cargill™

Century Foods International

Century Foods is a single source food and beverage engineering and manufacturing partner for both branded and private label products. Whether you want to manufacture or improve an existing product, or develop a new product—we offer the resources and experience that will facilitate your success.

From development, manufacturing and testing to packaging, we have the experience to provide a turnkey solution for your retail product launch.

Research and Development—Expert research and development teams with backgrounds in chemistry, microbiology, nutrition, food science and chemical engineering help you develop the best-tasting, most functional products.

Agglomeration and Blending—Comprehensive abilities such as large scale blending, particle sizing, instantinzing, agglomerating, and fluid bed drying of nearly any type of food ingredient.

Quality Assurance—Quality assurance/control lab to ensure all ingredients and the final products are safe and meet all specifications. Continuous quality control processes guaranty your product meets the highest food quality standards.

Filling and Packaging—Capacity and flexibility to meet your specifications, accommodating packaging of nearly any size or type and packaging details such as pressure-sensitive adhesive, shrink labels, tamper evident seals, neckbands and induction seals.

CENTURY FOODS INTERNATIONAL
A Division of Hormel Foods Corporation.

For further information, contact:
Century Foods International
400 Century Court, PO Box 257
Sparta, WI 54656
1-800-269-1901
www.centuryfoods.com
info@centuryfoods.com

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Chemi Nutra



Chemi Nutra proudly introduces SerinAid® Disperse 1.5F, a novel, water dispersible PS, designed for use in functional beverages. PS is considered the safest, most scientifically studied natural nutraceutical in existence for maintaining and improving cognitive abilities – concentration, learning, memory, recall, and focus – as well as benefiting dementia, mood, stress, and behavioral attention deficits. And PS has also been shown to help improve exercise performance, in addition to its "brain energy" role.

SerinAid® Disperse 1.5F was developed in collaboration with Ingredient Innovations International (3i), a world leader in ingredient nanoparticle technology, following many years of dedicated work. PS can now be easily and effectively added to functional beverages, a rapidly evolving segment in the functional foods arena.

Benefits Of Nanodispersed PS For Functional Beverages

- PS dosage can be easily tailored to 10-30 mg PS (active) per serving.
- Excellent dispersion and suspension of normally water-insoluble PS.
- Allows 100% dispersion of PS, a lipophilic compound, in hydrophilic systems.
- Excellent stability and thermostability characteristics.
- Provides controlled and sustained release of PS as keynote active ingredient.
- Dramatically reduces interactions with co-ingredients, thus protecting and improving product shelf life and flavor.

CHEMI Nutra

For further information, contact:
Chemi Nutra
4463 White Bear Pkwy., Suite 105
White Bear Lake, MN 55110
Toll free phone: 866.907.0400
Fax: 651.407.0509
Email: info@cheminutra.com
Website: www.cheminutra.com

CNI – COLLOIDES NATURELS INC

CNI is the world's leading manufacturer and marketer of Acacia gum, an all-natural hydrocolloid used in many food applications as an emulsifier, a mouthfeel enhancer or a film former, while also being an excellent source of soluble dietary fiber. The combination of extensive manufacturing capacity and experienced raw material sourcing from 15 countries, ensures customers a high degree of global supply assurance and traceability.

CNI's Acacia gum is FDA GRAS, GMO-free and available with organic certification.

Main Products:

FIBREGUM™:



- An all natural and highly functional source of soluble dietary fiber, offering a guaranteed minimum of 90% fiber (dry weight basis, AOAC method).
- Bifidogenic properties
- A high degree of tolerance in human diets.
- Provides nutritional fiber fortification with strong technical functionality.

EQUACIA™:

- A unique nutritional texturizer with clean labeling
- The new ideal fat replacer
- A well-balanced association of Acacia fibers (soluble fiber) and wheat fibers (gluten-free insoluble fiber)

Major Markets:

- Nutritional Bars, Drinks, Snacks
- Fiber Fortification
- Nutrient Granulation & Encapsulation
- Beverages & Flavor Emulsions

Major Products:

- Acacia gum • Hydrocolloid Blends • Fiber blends

cni Colloides Naturels Inc.

For further information, contact:
1140 US Highway 22 East,
Centre Point IV, Suite 102
Bridgewater, N.J. 08807
Phone N°: 908.707.9400
samples@cnius.com
www.cniworld.com

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Cognis

Newtrition gives your functional foods a healthy competitive edge.

Newtrition from Cognis® Nutrition & Health is your opportunity to meet the increasing demands for innovative, effective functional foods. Cognis offers naturally-sourced ingredients that can help you create cutting-edge products, and position your business for long-term growth.



In addition, Cognis provides customer-focused teams with experts in technical service, science, sales support, and marketing to ensure the success of your products in applications ranging from beverages and dairy products to baked goods and much more. Some of our science-backed nutritional ingredients include

- Vegapure® plant sterols. The natural ingredient for heart health. Also marketed under the consumer brand of Heart Choice®.
- Tonalin® CLA (conjugated linoleic acid). The fat fighter for leaner, healthier bodies.
- Xangold® natural lutein esters. The Gold Standard™ for natural eye health.
- Omevital™ omega-3 fatty acids. The building-block for enhanced health and vitality.
- Betatene® natural mixed carotenoids. The antioxidant for wellness and immunity.
- Covitol® natural vitamin E. The protection for healthy body defense.

With 40+ years of excellence in the food industry, Cognis is a leading global supplier you can trust to deliver the innovation and naturally-sourced solutions you need to succeed.

Give your products a healthy competitive edge with **New**trition. Only from Cognis.

cognis. we know how

Cognis Corporation
Nutrition & Health
Phone: 1-800-673-3702, Fax: 513-482-3576
Email: cognis.custserv@cognis.com
www.cognis.com

Comax Flavors

Founded in 1977, Comax Flavors is a full-service, family owned flavor house which brings the latest in flavor innovation to the food and beverage industry to deliver a competitive edge that will satisfy the changing tastes of consumers.

Comax has 30 years of experience in creating Natural WONF's. We have developed a healthy attitude in making "good for you" products taste great. We work with our customers to find the right flavors that will balance goodness with all the great taste consumers want.

Comax has developed an expertise in masking technology. Fortifications added to food products such as vitamins, minerals, botanicals, grains, as well as caffeine, sugar substitutes and fish oils often have unpleasant tastes which our technology can mask. We currently sell over 20 different types of masking flavors.

Using our proprietary "COMPOSE" flavor harmonizing process, Comax can develop a characterizing flavor combined with our special masking technology that is product and application specific. There is a cost savings as well as the flavor itself being unique to your application. Our flavorists carefully orchestrate the complex interactions among flavors and fortification ingredients to achieve desired results.

COMAX FLAVORS™
The forefront of flavor.

For further information, contact:
COMAX FLAVORS
Catherine M. Armstrong, VP Marketing
130 Baylis Road
Melville, New York 11747
Tel: 1-800-992-0629
Fax: 631-249-0505
Email: info@comaxflavors.com
Website: www.comaxflavors.com

2008 IFT Show Preview Profiles

Commercial Creamery Company

Commercial Creamery Company is celebrating a century of service to the food manufacturing and foodservice industries in 2008, continuing its tradition of uncompromised quality in raw materials to produce superior, unique ingredients for your products.

For foodservice entrees, the company makes a variety of sauce mixes including: cheddar, macaroni & cheese, nacho, alfredo, Monterey jack, Swiss, cream, butter, au gratin and scalloped. A corporate chef is on staff for custom development work using trendy, high quality ingredients. Organic sauce mixes such as cheddar, macaroni & cheese and alfredo are available to meet growing consumer demand for natural ingredients. The company does custom blending using state-of-the-art equipment to create consistent batches for your foodservice establishment.



Shelf-stable cheese pieces come in a variety of flavors and sizes. NEW Crumbettes™ add the look of cheese crumbs and the flavor of toasted cheese. Chunkettes™, the original shelf-stable cheese pieces for salads and dips, put naturally aged cheese taste, bite and piece identity into a wide variety of products. They also are ideal for melting into soups, sauces or potatoes in ready-to-eat meals. Commercial Creamery's experienced R&D staff will gladly work with you to customize a product to meet your flavor profile needs.

For further information, contact:
Michael Gilmartin
President
Commercial Creamery Company
159 South Cedar St.
Spokane, WA 99204
Ph: 509.747.4131
Fx: 509.838.2271
e-mail: mike@cheesepowder.com
internet: www.cheesepowder.com

Commercial Creamery COMPANY AGED 100 YEARS

Corn Products International

You may know us as the world's largest producer of dextrose, but we also offer a variety of specialty ingredients for unique formulations. For more than 100 years, Corn Products International has provided ingredient solutions for a wide range of food and beverage applications including baked goods, confectionery, dairy and processed foods.

Through the years we have expanded our offerings to include polyols, gluten-free starches and health and wellness ingredients that meet the changing needs of the industries we serve. With 35 facilities in 15 countries worldwide, Corn Products International has a set of global resources to provide customers with innovative formulation solutions.



Backed by customer service and technical support you can count on, Corn Products International strives to be your most trusted ingredient supplier. We are always available to help our customers create innovative formulations with just the right taste.

Contact us today to find out more about our innovative ingredient solutions and how Corn Products International can help enhance your formulations.

CornProducts INTERNATIONAL

For further information, contact:
Corn Products International
5 Westbrook Corporate Center
Westchester, IL 60154
Tel. 1-800-443-2746
www.cornproducts.com

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Corn Products Specialty Ingredients



Corn Products Specialty Ingredients, a part of Corn Products U.S. and formerly the Foods business of SPI Polyols Inc., is a premier manufacturer and supplier of polyols and polyol-based sweetener systems for the food, confectionery, nutritional and pharmaceutical industries.

These low-caloric, sugar-free polyol sweeteners serve as a 1:1 replacement for sucrose and corn syrup. This makes them simple to use in formulation while offering the end-user the same great taste they expect from the full-sugar alternative.

Our complete family of polyol-based ingredients, combined with our technical expertise, allows us to customize solutions that meet the emerging trends in the industry. Our polyols can be used alone or in combination with other sweeteners to create easy-to-use performance systems tailored to our customers' specific needs. Using proprietary integration technology designed to maximize the performance and versatility of polyols, our technical team can develop a system to meet virtually any low-sugar formulation requirement.

Backed by customer service and technical support you can count on, Corn Products also has a set of global resources with 35 facilities in 15 countries worldwide. We are always available to help our customers create innovative formulations with the taste and functionality they are looking for – like reduced-sugar gelato made with a custom ERYSTA™ brand erythritol-containing performance system to maintain the sweet taste, texture and body while lowering calories.

Contact Corn Products Specialty Ingredients today to find out more about our innovative ingredient solutions and how we can help enhance your formulations.

corn products U.S.
SPECIALTY INGREDIENTS

For further information, contact:
Corn Products Specialty Ingredients
Katherine Gage
Marketing Director
210 Executive Drive, Suite 1
Newark, DE 19702
Tel. 1-877-567-8501
Fax. 1-877-567-8560
www.cornproductsus.com

Danisco

Danisco's Litesse® polydextrose is FDA-approved for use in all foods and beverages!

In 2007 the Food and Drug Administration extended its approval of Litesse® polydextrose for use as a bulking agent, formulation aid, humectant, and texturizer in all foods with the exceptions of meat, poultry, baby food and infant formula. The regulation under 21 CFR 172.841 has been amended to permit the use of polydextrose at GMP levels in virtually all food and beverage categories.

Danisco spearheaded the effort and obtained this Food Additive Petition (FAP) approval from the FDA for polydextrose for use beyond existing categories.



Now, there are numerous new possibilities for low calorie, fiber-enriched, reduced sugar, low glycemic foods and beverages made with Litesse® polydextrose — yogurt, cereal, cookies, crackers, bread, cake, chocolate, candy, ice cream, soft drinks, juice, smoothies, flavored water, sauces, dressings, cheese, snack chips, and many more.

Litesse® is a 1 kcal/gram specialty carbohydrate that offers a range of physiological and functional benefits:

- Reduces calories
- Replaces sugar and fat while improving flavor, texture and mouthfeel
- Prebiotic for improved digestive health
- Widely recognized as dietary fiber
- Unique, clean taste allows for full perception of flavors
- Satiating effect can assist in weight management
- Low glycemic for consumers seeking to control their blood sugar levels, including diabetics

Litesse® is the single ingredient with multiple benefits.

Litesse®

For further information, contact:
Danisco
565 Taxter Road, Suite 590
Elmsford, NY 10523
Donna Brooks
1-800-255-6837 x-2521
info@litesse.com, www.litesse.com

2008 IFT Show Preview Profiles

Diana Naturals

Combining a rich history of fruit and vegetable concentrate production with modern technology, Diana Naturals has offered the finest natural fruit, vegetable, meat, seafood and wine ingredients to the worldwide food market for more than 25 years.

As a $140 million company, we supply major food companies around the globe – meeting their needs for convenience, reliability and cost-effectiveness.

Our strong agricultural and processing expertise allows us to develop unique natural products.

Our product line includes:

- Vegetable concentrates, powders, flakes and crunchies
- Fruit powders, flakes and crunchies
- Wine concentrates in liquid and dry form
- Seafood powders
- Nutraceutical ingredients from fruits and vegetables

Diana's products are suitable for all segments of the food industry including frozen and ready-to-eat meals, soups and sauces, beverages, baby food and sweet applications.

To add nutrition, reduce cooking steps and provide excellent taste and color, use Diana Naturals products in your products!

Diana NATURALS

For further information, contact:
Gayle Struble
Technical Marketing Manager
Diana Naturals
707 Executive Boulevard
Valley Cottage, NY 10989
gstruble@diana-naturals-inc.com
845-268-5200
845-268-4626

Dole Packaged Foods Company, LLC

TO TAP INTO FRUIT POPULARITY AND FUNCTIONALITY, FORMULATE WITH DOLE® FRESH FROZEN FRUITS



Consumers are rediscovering their enthusiasm for fruit in a big way, motivated by a conscious preference for natural, wholesome, functional foods, and the palette of exciting fruit flavors, colors and textures. The DOLE Industrial Fresh Frozen Fruits line offers a broad selection of fruits that satisfy consumer demand for fruit flavor and goodness and qualify as "Superfoods," foods highest in select, grouped nutrients that target a particular health function. For example, Antioxidant Superfoods include Blueberries, Raspberries and Strawberries; Superfoods for your Heart include Bananas, Blueberries, Raspberries and Strawberries; Superfoods for your Brain include Blueberries and Strawberries; Superfoods for your Joints include Cherries and Pineapple; while Superfoods for your Skin and for Immunity include Papaya.

When developing fruit-forward and fruit-functional formulations, manufacturers can rely on DOLE for a wide selection of frozen fruit varieties — Bananas, Apricots, Peaches, Strawberries, Pineapple, Raspberries, Blueberries and Cherries — and packs and forms, along with innovative processing, convenient packaging and unparalleled dedication to ingredient quality. For more information, contact Mike Rouille, mike_rouille@na.dole.com, (404) 297-8478. Dolesuperfoods.com features the various Superfood categories and the studies behind them.

Dole®

For further information, contact:
Mike Rouille
National Sales Director, Industrial
Dole Packaged Foods, LLC
One Dole Drive Westlake Village, CA 91362
Phone: 404-297-8478
Fax: 404-297-9269
E-Mail: mike_rouille@na.dole.com

2008 IFT Show Preview Profiles

Domino Specialty Ingredients

Essential Ingredients for Good Food
Serving up the highest quality food to your customers originates with the highest quality ingredients. Domino Specialty Ingredients provides you with a comprehensive line of technologically perfected sweetener solutions and premium rice products.

Put your trust in one of our skilled specialists to get the technical support and product development you need to bring the right kind of results to your own innovative recipes.

Learn more about the full line of quality products that are customized to suit the most discerning palate – Domino Specialty Ingredients.

One relationship, one goal, good food.



Domino Domino Specialty Ingredients
FLORIDA CRYSTALS C&H

DSM Nutritional Products

DSM NUTRITIONAL PRODUCTS: THE GLOBAL LEADER IN NUTRITIONAL AND NUTRACEUTICAL INNOVATION

As the world's premier ingredient supplier to producers of foods, beverages and dietary supplements. DSM Nutritional Products provides a solid platform for innovation and new product development. Utilizing its extensive resources, DSM keeps its customers ahead of the ever-changing marketplace, anticipating customer needs as nutritional trends develop and customer demands evolve.

DSM offers an international network of R&D, production and distribution facilities, as well as a major sales and marketing presence, in more than 100 countries.

DSM's extensive portfolio of nutritional ingredients includes: TensGuard™ high-potency lactotripeptide for blood pressure management • Resvida™ high-potency resveratrol for red wine's healthful benefits • i-flex™ fast-acting joint health ingredient • InsuVital™ breakthrough blood glucose management ingredient • Teavigo® high-purity EGCG from green tea • BONISTEIN® pure genistein • Fabuless™ satiety ingredient and many other products created to provide optimum performance and health appeal.

For more information, please contact DSM Nutritional Products, Inc., at 45 Waterview Boulevard, Parsippany, NJ, 07054-1298. Phone: 1-800-526-0189. Websites: www.nutraaccess.com and www.pouronthe profits.com

DSM

advertorial

2008 IFT Show Preview Profiles

Edlong Dairy Flavors



Today's emphasis on "good for you" foods is going full speed and gone are the days when healthy food was expected to have less taste. Food manufacturers are now more challenged than ever as consumers expect them maintain the highest level of flavor and texture when a product is fortified with any number of vitamins, minerals and other nutrients.

Edlong Dairy Flavors, with over 90 years of experience in developing a full line of distinctive functional profiles, can enhance the flavor of your product, mask the off-notes, add mouthfeel to low or no-fat foods while affording significant cost savings. Also, to address growing concerns about diacetyl, Edlong has recently developed a line of non-diacetyl flavors called ED-Vantage™.

Edlong's flavors will overcome the bitter tastes of the active ingredients in many functional foods and replace that bitterness with a variety of notes and highlights that are pleasing to the palate.

Natural, Non-Dairy, Kosher Certified, Non-GMO, Organic Suitable and many other requirements can be met with Edlong's flavors. Soy-based foods and beverages, antioxidant enhanced, vegan foods, nutraceuticals… all can benefit by contacting the skilled team of flavorists and technical solution scientists who are ready to make your next healthy project a success.

Edlong, the concentrated dairy flavor experts, have six focused categories of flavors: cheese, butter, milk & cream, cultured, sweet dairy and functional.

EDLONG®
Where Service is a Lifestyle
LEGENDAIRY FLAVORS SINCE 1914

For further information, contact:
Technical Solutions Helpdesk
Edlong Dairy Flavors
225 Scott Street
Elk Grove Village, IL 60007, U.S.A.
847-631-6700
info@edlong.com
www.edlong.com
Please visit us in New Orleans at IFT Booth #1022

Enzyme Development Corporation

Enzyme Development Corporation has been serving the needs of enzyme users since 1953. First and foremost, we are a customer-oriented organization. In that context, we seek to build long term customer relationships which will result in the best possible products and support services for our customers. Whether you need multiple truckloads or only a few kilograms, the care, the attention and the commitment are the same.

Our expertise includes food applications, agriculture, animal feeds, flavor modification/production, protein hydrolysis, petfoods, and supplements.

In addition to our own manufacturing and laboratory facilities, our capabilities are supplemented by the research expertise of leading domestic and overseas manufacturers whose products we represent on an exclusive basis. We offer our customers 50+ years of experience in enzyme applications and formulations, high standards of quality to ensure consistent results, an extensive enzyme product line, custom blending and packaging, and prompt attention to customer requirements

EDC
Enzyme Development Corporation
Enzymes Are Our Business

For further information, contact:
Sales Department
Enzyme Development Corporation
360 W. 31st Street, Suite 1102
New York, NY 10001-2727
PHONE: 1.212.736.1580
FAX: 1.212.279.0056
EMAIL: INFO@EnzymeDevelopment.com

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ESHA Research, Inc.



Deadlines plague all industries, and time constraints are frustrating, regardless of the work. But, for food product formulators, this can be doubly true. Often, formulators must rely on an outside laboratory for analysis of nutrient content, and the time factor falls under someone else's control. Considering that analysis may take up to two weeks, it's no wonder that food processors regularly seek alternatives.

ESHA Research offers *Genesis R&D Product Development and Labeling* software, as a solution.

Genesis R&D software provides a reliable alternative to costly lab analysis and outsourcing of label creation. Genesis, trusted throughout the world, is used by 90 percent of the top food manufacturers in the United States in formulating their products.

At the core of this nutrient analysis program is an extensive database tailored specifically to the needs of the food manufacturing industry. Included in the database are raw foods and processing items such as gums, bases, preps and colors. For each item in the database, information on up to 126 nutrients and nutrient factors is provided.

With one click, users can automatically generate a Label complete with ingredient and allergen statements. Other Label formats include: Supplement Facts, Aggregate, Dual Declaration and the new Child Label.

Genesis R&D
Product Development & Labeling software

For further information, contact:
ESHA Research, Inc.
Contact: Pete Jossi
503-585-6242 ext. 2
800-659-3742 ext. 2
503-585-5543 – fax
sales@esha.com
www.esha.com
P.O. Box 13028
Salem, OR 97309-1028

Finlays

Finlay Tea Solutions US Inc.
Finlay Tea Solutions US Inc. (Finlays) is a vertically integrated tea supplier with worldwide resources and the technical expertise to provide products to meet virtually all tea requirements.

Finlays owns and operates tea plantations, decaffeination and soluble tea facilities around the world, with the capabilities to supply any type of tea and tea related product to the food, beverage and nutraceutical industries.

Finlays is a well-respected organization within the tea industry with over 100 years of experience in the art of growing and processing leaf tea.

Finlays is the single source for quality tea products, with a wide selection of tea products and technical expertise that affords customers a key advantage in the development and production of quality products.

Major Markets:
Teas
Tea Extracts
Botanical Extracts
Functional Beverages
Nutritional Beverages



Major Products:
Leaf teas, Tea concentrates, Soluble tea extracts, Decaffeinated extracts, Soluble Rooibos & Yerba Maté extracts, Tea aromas (essences).

Finlays

For further information, contact:
Finlay Tea Solutions US Inc.
23 Vreeland Road
Suite 106
Florham Park, NJ 07932 USA
Phone: +1-973-805-6100
Fax:: +1-973-805-6105
E-mail: Tea@FinlayUSA.com
Web Site: www.FinlayUSA.com

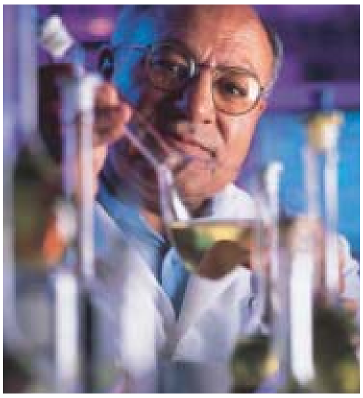
advertorial

2008 IFT Show Preview Profiles

Fortitech, Inc.

Overall Health and Wellness, and A Rockin' Good Time, To Be Had By All When Fortitech Takes Center Stage During IFT 2008

Mood, Heart and Diabetic Health, As Well As Cosmeceutical Applications, To Be Highlighted



Laissez Les Bon Temps Roulez as they say in New Orleans! And that's exactly what Fortitech will be doing as the company *lets the good times roll* with a mélange of food and beverage samples supporting overall health and wellness during IFT. As demand for these types of products continues to set the fortified food and beverage worlds on fire, Fortitech, the world leader in custom nutrient premixes, will showcase samples focusing on mood enhancement, heart and diabetic health. And for the very first time at IFT, Fortitech, known for its expertise in innovative approaches to product formulation – over 30,000 custom nutrient premixes to date, will spotlight a cosmeceutical drink that delivers skincare and anti-aging benefits. And if that isn't enough to whet the palate, Fortitech hosts the first ever Fortitech Hero, a dueling guitar video game competition in tribute to the musical talents of New Orleans… get ready to get your mojo on!

Appointments can be made by contacting Patrick Morris on 518.372.5155.

FORTITECH®
STRATEGIC NUTRITION

For further information, contact:
Patrick Morris
Communications Manager
Fortitech, Inc.
2105 Technology Drive
Schenectady, NY 12308 USA
Tel: +518.372.5155
Cell: +518.479.9446
morris.patrick@fortitech.com

GNT USA, Inc.

The GNT-Group is an innovative pioneer in advanced food technology that manufactures **EXBERRY®** natural food colorings and **Nutrifood®** standardized extracts.



EXBERRY® natural food colorants are made from fruits and vegetables of only the highest quality standard. All products are manufactured with a unique physical processing technology that employs only water using no chemical solvents, additives or preservatives. Products are organic compliant, gmo-free, allergen free, kosher and available in either powder or liquid form.

Nutrifood® products are standardized extracts of fruits and vegetables that offer consistent levels of phytonutrients, namely: flavonoids (anthocyanins), carotenoids, and lycopene. Research has found these phytonutrients to be beneficial to human health by neutralizing oxidizing agents that may harm vital cellular components and cellular functions.

GNT provides trained color specialists to assist you with:

- Samples and specifications
- Custom formulations
- Color matching
- Heat and light stability testing / Accelerated shelf life tests
- Color application work

For samples or technical information, please contact GNT.

For further information, contact:
GNT USA, Inc.
660 White Plains Rd.
Tarrytown, NY 10591
914.524.0600
info@gntusa.com
www.gntusa.com

GNT

2008 IFT Show Preview Profiles

advertorial

Gold Coast Ingredients, Inc.

Gold Coast Ingredients continues to satisfy the Flavor needs of all aspects of the Food Industry; Bakery, Beverage, Confectionary, Dairy, Entrees, Health & Beauty, Nutraceutical, Pharmaceutical, and Snack Foods. From creating new Custom Formulated Flavor ideas and Color Blends for Research and Development departments to providing low minimums and short-lead times for Purchasing departments. Certified Organic, Non-GMO and Natural Flavors are available in Liquid, Powdered or Spray-Dried forms.

During the IFT 08 Annual Meeting and Food Expo in New Orleans, Gold Coast Ingredients will be showing over 100 Organic Flavors that were developed by our extensive Research and Development Laboratory. Just a few include Andouille Sausage, Bourbon, Cajun Seasoning, Hazelnut, Lemon Custard, Lime, Molasses, Orange Zest, and Pecan Flavors. Packets of refreshing mints made from unique flavor blends of Green Apple Mint, Lemongrass Mint, Coffee and Creamy Vanilla Mint will be available at our booth #903 for your enjoyment.

GOLD COAST ingredients, inc. Flavor Fusion®

For further information, contact:
GOLD COAST INGREDIENTS, INC.
2429 Yates Avenue
Commerce, CA 90040
800-352-8673
323-742-8935
Fax: 323-724-9354
Email: info@goldcoastinc.com
Contact name: Michele Trent
Corporate Sales Manager
James Sgro
President
Website: www.goldcoastinc.com

Grain Millers, Inc.

Grain Millers, Inc., North America's largest industrial specialty grain miller, has a full line of conventional and organic whole grain products, such as, oats, wheat, barley, rye, triticale, corn, soybeans, flax, oat fiber, stabilized whole wheat flour and hydrocolloids. Each of these products can be custom milled to meet your needs within the fast moving functional food market.



Processors will be able to incorporate our entire line of products in an array of different products, such as, breads, ready-to-eat cereals, snack foods, nutritional bars, drinks, tortillas, pizza dough, pita breads, spice blends, gravy mixes, taco & ice cream shells and meat products. Our oat fiber and hydrocolloids also provide the ability to improve yields by limiting attrition and increasing the use of water and/or fat within your systems. In addition, our fibers are produced naturally without the use of chemicals, which provides phytochemical benefits other fibers are not able to claim.

Grain Millers is the first company to provide the industrial processor with a clean label oat fiber and other natural ingredients. From our full line of conventional and organic grains and fiber products to our state-of-the-art mixing and blending facilities, your company will be guaranteed the cutting edge in "Whole Grain" technology and services. Please call us for more information or to ask how we can assist in your product development.

GRAIN MILLERS INCORPORATED

For further information, contact:
Grain Millers, Inc.
315 Madison Street
Eugene, OR 97402-5034
Toll Free: 800.443.8972
Fax: 541.687.2155
www.grainmillers.com
Darren.Schubert@grainmillers.com

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Grain Processing Corporation



New MALTRIN OR™ organic rice maltodextrin from **Grain Processing Corporation** (GPC) will be the featured ingredient in a delicious organic soft-serve frozen dairy dessert at the 2008 IFT Food Expo in New Orleans. MALTRIN OR™ adds body and texture to a variety of frozen dessert formulations without excessive sweetness or freezing point depression. Rice-based and hypoallergenic, this newest addition to the GPC MALTRIN® maltodextrin line is versatile for use in a wide variety of other applications such as healthy snacks for kids, sports beverages and nutrition bars. The bland flavor, low hygroscopicity and high solubility of MALTRIN OR™ maltodextrins also make them ideal for spray drying flavors, colors and fruit juices. A new brochure is available for more information about these USDA and QAI certified organic products.

GPC will also showcase a baked snack that not only tastes great but provides a good source of fiber by including TruBran® corn bran. Made from 100% yellow corn, TruBran® is available in two particle sizes and can increase fiber in a variety of snacks, cereals, baked goods, nutrition bars and other fiber-fortified foods.

A tasty New Orleans-style gumbo will highlight the thickening and stabilizing properties of PURE-GEL® stabilized starches. Additional lines of specialty starch products are also available from GPC, including INSCOSITY® cold water-swelling starches, PURE-COTE® film-forming starches and PURE-DENT® absorbent starches. A gluten-free cookie incorporating some of these innovative ingredients will also be presented.

Additional food applications will feature a variety of these products to demonstrate the advantages of using GPC's specialized ingredients to enhance product formulations by improving functionality, process efficiency and end product quality.

Customer satisfaction is why GPC remains a leader in the industry. Discover how we can provide effective solutions tailored to your specific needs. Visit us at IFT Food Expo Booth #2433.

GPC® Where Innovation Comes Naturally

For further information, contact:
Grain Processing Corporation (GPC)
1600 Oregon Street, Muscatine, Iowa 52761
Phone: 563-264-4265, Fax: 563-264-4289
E-mail: sales@grainprocessing.com
Web site: www.grainprocessing.com

Hormel Specialty Products

Visit the Hormel Specialty Products booth #3301 to learn about our wide selection of top-quality ingredients.

Our ingredients include an all natural beef extract, Omega-3 fish oils, stocks and broths, milk and whey proteins, dry milk powders, caseinates and isolates, meat ingredients, gelatin desserts, puddings, drinks, seasoning oils, sauces and specialty fats. These products are represented by a number of recognized brand names, including Eterna®, Great Beginnings®, Building Blocks®, Herb Ox® and others.

Hormel Specialty Products is considered a state-of-the-art "one stop shop" by food manufacturers large and small. Its flavor expertise includes all the major proteins: beef, chicken, pork, turkey and ham. Customers also value its leading edge R&D support and multiple shipping locations throughout the U.S.



Hormel Foods
Specialty Products

For further information, contact:
Hormel Specialty Products
Phone: 800-956-0399
Fax: 507-437-5120
gkbaskin@hormel.com
Greg Baskin
1 Hormel Place
Austin, MN 55912
www.hormelingredients.com

ICL Performance Products LP

Sodium reduction is a growing trend in America's healthy food movement. Sodium is believed to contribute to cardiovascular diseases, including high blood pressure and stroke. Food and beverage manufacturers must respond to consumers' demands with "better-for-you" options and ICL Performance Products LP can help. ICL is the world leader in creative phosphate solutions and delivers an extensive line of phosphate ingredients for the food and beverage industry.



ICL will showcase Levona® Brio at the 2008 IFT Annual Meeting & Food Expo℠ . Levona Brio is one phosphate technology in the Levona family of zero-sodium and calcium-enriched leavening agents, which also includes Levona Opus. Levona Brio delivers carbon dioxide necessary for leavening early in the baking process and is ideal for "better-for-you" cakes, biscuits, muffins, tortillas and baking powders. Levona Opus provides delayed leavening ideal for refrigerated and frozen applications. Levona Brio and Levona Opus offer healthier alternatives for foods that typically contain sodium-based leavening agents like sodium acid pyrophosphate. Levona leavening acids deliver excellent flavor, volume, texture and overall appearance for baking applications.

With innovative products like Levona, superior support from technical experts and a network of responsive sales representatives, ICL provides manufacturers with advanced solutions to address sodium-reduction demands.

ICL Performance Products LP

For further information, contact:
ICL Performance Products LP
Barbara B Heidolph
Principal, Food Phosphates
622 Emerson Road, Suite 500
St. Louis, MO 63141
Phone: 314 983 7940
Fax: 314 918 0617
Email: barbara.heidolph@icl-pplp.com
url: www.icl-perfproductslp.com

Innophos, Inc.

Visit Innophos – Booth #3137 at the IFT where the emphasis will be on "Reduced Sodium." Sample low-sodium, high-calcium baked goods that will please your palate and give you great ideas for new products. Satisfy your sweet tooth with our cupcakes and sugar cookies made with Cal-Rise®, the slow-acting leavening acids which can replace SAPP at equivalent costs. Cal-Rise delivers excellent taste and texture and may provide "good" or "excellent" calcium health claim depending on formulation.



Also featured will be Curavis® So-Lo 93 which offers 93% less sodium than standard phosphates and achieves excellent binding with good flavor impact. It is pH formulated for optimum taste and appearance.

For the beverage industry, Innophos has electrolytes, sequestrants, calcium, magnesium, potassium, and phosphorus to fortify beverage formulations. VersaCAL® Clear is a highly soluble calcium source specifically designed for use in clear beverages.

Innophos

For further information, contact:
Innophos, Inc.
259 Prospect Plains Road – N
Cranbury, NJ 08512
Technical Service: 866-631-7394
Customer Service: 800-243-5052
Email: spcustomerservice@innophos.com
www.innophos.com

2008 IFT Show Preview Profiles

InterHealth Nutraceuticals, Inc.

Since 1987, InterHealth Nutraceuticals has been a leader in the nutritional ingredients Industry. Its success is driven by the research of innovative, value-added ingredients, along with the know-how to apply them and the intellectual property to protect them. Health, physical appearance and weight-management are strong consumer interests prompting manufacturers to seek the use of safe, natural and effective functional ingredients for new product development. But few ingredients fit this profile.

Super CitriMax®, a unique form of (-)-hydroxycitric acid, and ChromeMate®, a niacin-bound chromium complex, are clinically proven, GRAS affirmed ingredients and potent tools for effective weight management. Individuals taking Super CitriMax® in beverages reported increased satiety by an average of 25% in 2 weeks. ChromeMate® helps reduce body fat while sparing muscle mass. Both ingredients are tasteless, odorless, colorless, heat stable and highly soluble - ideal for use in functional foods and beverages – and are currently found in SOBE® Lean®, FUZE® Slenderize® and others.

Super CitriMax® and ChromeMate® are often formulated together as a potent combination for effective weight management and healthy living, underscoring InterHealth's commitment to providing quality, innovative solutions to its manufacturer customers.



For further information, contact:
In North America:
Robert Worsena, Director of Sales - Food & Beverage
724.742.2009
rworsena@interhealthusa.com

Outside North America:
Darryl Mircheff, VP International Sales
949.370.9044
dmircheff@interhealthusa.com

InterHealth Nutraceuticals, Inc.
5451 Industrial Parkway
Benicia, CA 94510
800.783.4636 (Outside U.S. 707.751.2800)
www.supercitrimax.com/beverage

SuperCitrimax®

CHROMEMATE® The Superior Choice for Chromium

International Dehydrated Foods, Inc.

International Dehydrated Foods, Inc. (IDF™) is a world leader in the development, processing, and distribution of natural meat and poultry-based food ingredients that include spray-dried meat and poultry powders, chicken fat powders, broth powders, powdered combinations of chicken broth and fat, 32% (37 Brix) frozen chicken broth, and shelf-stable liquid chicken fat.

We're here…….in every great soup. IDF™ Chicken Broth provides the perfect savory profile to a host of recipes. Our products offer the most flavorful, cost-effective formulations for seasoning blends, flavors, bouillon, sauces, gravies, marinades, batters, breading, stuffing mixes and snacks.



Our line of Agglomerated Powdered Chicken Broth offers optimum dispersal with the flavor and aroma of typical cooked chicken. These free-flowing broths are more user-friendly and feature the following characteristics:

- Improved Functionality
- A Variety of Flavor Profiles From Light to Savory to Roasted
- Versatility
- Cost-effective

Our meat and poultry products have been the preferred choice of food companies focused on providing the consumer with food that truly tastes good. At IDF our ingredients may be out of sight, but the delicious results we provide will certainly be out of this world.

IDF®

For further information, contact:
Customer Service
International Dehydrated Foods, Inc.
P.O. Box 10347
Springfield, MO 65808
Phone: 417-881-7820
Fax: 417-881-7274
E-mail: customerservice@idf.com
Web Site: www.idf.com

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International Fiber Corporation

INTERNATIONAL FIBER CORPORATION IS YOUR SOURCE FOR FIBER!
Covering a multitude of applications - our extensive line of fiber ingredients include the brand names you know and trust, Solka-Floc® and JustFiber®. International Fiber Corporation is also the North American distributor of Fibrex® Sugar Beet Fiber.

Whether you are looking to make a fiber claim, improve product functionality and consistency or increase product yield – we have got the solution for you!

Applications include:
Breads
Muffins
Cookies
Cakes
Crackers
Chocolates
Pastas
Sauces
Dressings
Cheeses
Meats
Dietary Powdered Drinks
Nutritional Supplements

All of our quality ingredients are FDA approved, and most are both inert and contain 99+% total dietary fiber. They add no calories, no fat and no digestible carbohydrates.

Contact us today to see what International Fiber Corporation can do for you!

For further information, contact:
Michael Bailey
Executive Vice President,
Food Sales & Marketing
888-698-1936
info@ifcfiber.com
www.ifcfiber.com

Jungbunzlauer

HealthyChoices@Jungbunzlauer stands for Jungbunzlauer's new portfolio of ingredients addressing the top health trends:

- Mineral fortification
- Sugar replacement
- Salt substitution

All of these topics will be highlighted at our booth # 4009 at the New Orleans IFT 2008.



Mineral fortification is one of the top trends in the food industry and especially in functional food to address common deficiencies or specific health benefits with these essential nutrients. Jungbunzlauer Special Salts comprise a unique range of high-purity, neutral tasting organic sources of calcium, magnesium and potassium derived from citric or gluconic acid.

HealthyChoices@Jungbunzlauer offers solutions to today's food trends by providing tasteful ingredients with scientifically founded benefits for healthy products.

Tricalcium Citrate
Trimagesium Citrate
Tripotassium Citrate
Calcium Lactate Gluconate
Potassium Gluconate
Erythritol
sub4salt®

You will be able to sample these materials at the booth; and in coordination with Jungbunzlauer's Bone Health products we will be having a bone density scan at the 2008 IFT by invitation only. Please stop by and ask for a HealthyChoices@Jungbunzlauer flyer or our product range brochure.

For further information, contact:
*For more information in the US please contact us:
1-800-828-0062 East
1-800-828-0055 West
Email: HealthyChoices@Jungbunzlauer.com
www.jungbunzlauer.com

advertorial

2008 IFT Show Preview Profiles

Kalsec®

Kalsec® will showcase new offerings in our flavors, natural colors and natural antioxidant product lines.

Food and beverage demos will highlight our Zero Degrees™ Pepper Flavors, a revolutionary new line of ingredients that releases all the distinct characteristics of Habanero, Jalapeno, Ancho and Chipotle, without the heat. Additionally, culinary onion and garlic flavor demonstrations will reflect the targeted application and sensory capabilities Kalsec® provides the industry.

In colors, we have added black carrot and black carrot blends… the natural choice to provide pink to red hues in your products. We offer a full range of natural color hues, from yellow to orange to pink to red, providing the correct hue with the appropriate solubility and shelf life stability you need.

Exciting new offerings in natural antioxidants include super deflavorized versions of Herbalox® Seasoning… ideal for use in oil applications. The collection of new blends will allow you to maximize your oxidation management effectiveness while meeting your product line objectives, whether that is a natural flavor label or a clear formulation.

A complete list of organic compliant ingredients will be available, including a select range of non-solvent, press extracted products that are ideal for your sustainable, organic formulations.

Contact Kalsec® at (800)323-9320 or (269)349-9711.

Products, Service, and Science you can trust… naturally.™

kalsec®

Products, Service and Science you can trust…naturally.™

Kikkoman Sales USA, Inc.



Kikkoman Sales USA, Inc., formerly Kikkoman International Inc., the world's leading soy sauce manufacturer, will demonstrate new, exciting flavor applications at booth #3027 during the IFT Expo. Kikkoman will also showcase their updated industrial product guide, *The Flavor Handbook*.

Kikkoman offers more soy sauce products than any other company, including liquid, powdered, granulated, clear, reduced-sodium and preservative-free soy sauces. Because Kikkoman Soy Sauce is naturally brewed from all-natural North American ingredients in two HACCP-approved plants in Walworth, Wis., and Folsom, Calif., customers can count on consistently superior flavor, aroma, quality, supply and safety in every shipment. Pack sizes range from 6-ml packets to 275-gallon totes, trailers and railway cars. Cross-functional R&D and production teams are available to support customers' technical needs, whether they involve flavor volatility, ingredient interactions, storage stability or labeling regulations.

Kikkoman Soy Sauce, in every form, is a perfectly balanced natural flavor enhancer—*instant umami*—that offers manufacturers a clean-label solution for any savory application, from Asian to mainstream.

Kikkoman also offers Teriyaki, Hoisin, Thai Style Chili, Black Bean and Plum Sauces; Kotterin; Salted Mirin; Salted Sake and Gravinol®, a grape seed extract with the health benefits of antioxidants. Visit booth #3027 to learn more.

kikkoman®

For further information, contact:
Kikkoman Sales USA, Inc.
Debbie Carpenter
Sr. Mgr., Foodservice & Industrial
50 California St., Ste. 3600
San Francisco, CA 94111
(415) 956-7750
(415) 391-1842
dac@kikkoman.com
www.kikkomanusa.com

2008 IFT Show Preview Profiles

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Kraft Food Ingredients

As a division of Kraft Foods, a leader in the food industry, Kraft Food Ingredients understands the complexities of food processing.

Since inventing Grill Flavor® more than 20 years ago, Kraft Food Ingredients continues to deliver the tastes that consumers demand with its Flavors of Cooking™ line. By combining its culinary expertise and patented technology, Kraft Food Ingredients is able to capture the authentic characteristics unique to a specific cooking process. Its Flavors of Cooking™ line enhances any application by replicating the culinary cooking methods of Roasting, Sautéing, Frying, Pan Drippings and Grilling. KFIC's product development innovation allows food processors to achieve authentic, consistent, savory flavors without increasing cooking and manufacturing times.



KFIC's Flavors of Cooking™ products will be featured to KFIC's customers during this year's IFT in an array of applications including:

Savory Cheesecake Bites with Woodfired Hickory Cream
Roast Onion Flavor, Roast Garlic Flavor, International Woodfired Hickory Grill Flavor®

Cajun Macaroni and Cheese
Cajun Grill Shake-On Flavor

Oaxacan Spiced Monterey Jack and Jalapeño Soup
Cuisine of Mexico

KRAFT®

KRAFT FOOD INGREDIENTS

For further information, contact:
Kraft Food Ingredients
8000 Horizon Center Boulevard
Memphis, TN 38133
(901) 381-6500
IFT Booth #3127

Land O'Lakes

Land O'Lakes produces high quality, dairy-based food ingredients for use in a wide range of snacks, baked goods, sauces, dips, and other similar savory applications.

To make LAND O LAKES® Cheese and Dairy Powders, Process Cheese, Seasoning Blends and Butter Blends we use our farmer members' own fresh, wholesome milk. This vertical integration of the Land O'Lakes co-operative, plus a full range of R&D capabilities, gives us exceptional consistency in quality, safety and *taste*.

At the 2008 IFT Food Expo, Land O'Lakes will showcase ingredients that meet today's most important consumer trends.

Ethnic, Bold and Special Tastes. Give your consumers that all-important "Wow" experience by using unique seasoning blends and premium ingredients, like cheese powders made with Land O'Lakes' award-winning Cheddar cheese, winner of two Gold Medals at the 2008 World Cheese Contest.

Health and Wellness. Ingredient innovations that build on the wholesomeness of dairy, while further enhancing nutritive value, such as trans fat-free and calcium fortified ingredients. Also, high quality products that satisfy the demand for clean labeling and natural ingredients.

Convenience. Ingredient systems that simplify our customers' manufacturing processes, saving significant time and cost.

Give your consumers the great taste and wholesome goodness that has made the LAND O LAKES brand a trusted household favorite for generations.



LAND O LAKES®

INGREDIENT SOLUTIONS

Land O'Lakes Ingredient Solutions. Where wholesome foods begin.™

For further information, contact:
1-800-328-1322
www.landolakesingredientsolutions.com

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Lonza Inc

Lonza is one of the world's largest suppliers to the pharmaceutical, healthcare and life science industries.

Lonza offers FiberAid® prebiotic, a naturally occurring water soluble polysaccharide. It is the solution for food manufacturers who not only want to add nutritionally significant amounts of dietary fiber to their functional foods and beverages without jeopardizing taste, color, aroma or mouthfeel, but seek to offer products with digestive health benefits. FiberAid® is produced exclusively by Lonza using a patented water-based, solvent-free manufacturing process. FiberAid® is certified Kosher and GRAS affirmed for foods and dietary supplements without limitations.



Lonza is a leading manufacturer of L-Carnitine, sold under the brand name Carnipure™. Due to a unique manufacturing process, Lonza offers 100% pure L-Carnitine. Carnipure™ crystalline and Carnipure™ tartrate (US Patent 5,073,376) are GRAS for use in certain conventional foods as a dietary source of L-Carnitine. This vitamin-like substance enables the generation of energy from fat.

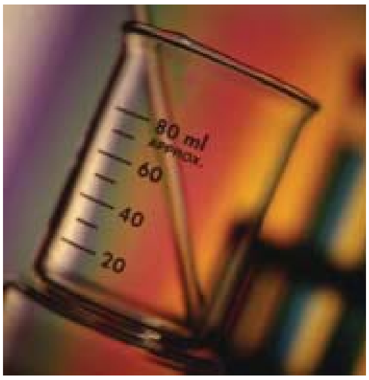
A broad range of emulsifiers and additives for food applications are produced by Lonza. We have the flexibility to meet emerging customer needs including offering Kosher, non-GMO emulsifiers, unique custom reactions and specialty lipid products.

Lonza is also the leading producer of niacin and niacinamide for food fortification, animal feed, multivitamin supplementation and pharmaceutical applications.

Lonza

For further information, contact:
Lonza Inc.
Thomas Brancato -
NAFTA Head of Sales & Marketing, Nutrition
90 Boroline Road
Allendale, NJ 07401
Phone: 201-316-9304
Fax: 201-785-1364
Email: tom.brancato@lonza.com
www.lonzanutrition.com

McClancy



For more than 60 years, McClancy, a fully integrated flavor and food development company, has been working to develop creative culinary solutions that streamline operations. Now, we offer yet another way for our customers to experience a seamless process. To provide sales opportunities for our current customer base, McClancy has acquired organic certification to package certified-organic products.

This certification opens up all new windows for those looking to develop and co-pack their organic products and serve this sector of the industry which has experienced sales that have nearly tripled in the last ten years.

This certification is incorporated into McClancy's extensive list of services, including:

- Research & Development
  - New product development
  - Line extensions
  - Product enhancement
  - Processing improvement
  - Processing characteristic enhancement
  - Shelf-life enhancement
- Custom Blending
- Co-packing

Obtaining organic certification allows McClancy to stay at the cutting edge and offer a range of capabilities that will satisfy any client's needs.

McCLANCY
Purveyors of Innovation

For further information, contact:
McClancy
1 Spice Road
Fort Mill, SC 29707
Phone: 800-843-1968
Fax: 803-548-2379
Email: info@mcclancy.com
www.mcclancy.com

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MicroThermics, Inc.

MicroThermics' processing equipment enables you to make production quality samples of your milk, soy milk, juices, puddings, baby foods and more right in your lab or pilot plant. Our equipment, technology, service & support incorporates UHT/HTST processing into your R&D. We specialize in scaling up & down aseptic, pasteurization, hot-fill, and continuous cooking processes for R&D and small scale production. Our processors simulate the whole process, not just the hold tube. This year at IFT, we are showing a PLC controlled processor w/on-board manual & process guide, Direct/Indirect UHT/HTST Processor, Microwave Processor, In-line Homogenizer, High Viscosity UHT Processor, Aseptilab® Ultra-Clean Fill Hood, NEW MTI BioPharm® UHT Processor and more!

You can also make your samples at our Miniature Plant Trial Services with batches ranging from 2 to 100 gallons. We offer process matching, consulting and custom processing for all UHT and HTST processes to support all your research processing needs. Come see our equipment and let our knowledgeable, experienced staff help you avoid the pitfalls and costly delays of failed plant trials and pilot plant runs.



For further information, contact:
MicroThermics, Inc.
3216-B Wellington Ct.
Raleigh, NC 27615
Phone: 919 878 8045
Fax: 919 878 8032
info@microthermics.com

National Starch Food Innovation

National Starch Food Innovation's Culinology® Team is a dedicated group of experienced chefs and food product developers. They excel at translating important food industry trends and issues into recipes that result in foods with consumer appeal.

Our team's culinary and food science skills can help research chefs and food technologists with:

- Creation of consumer-preferred textures
- Improve and maintenance of the quality of their brands
- Market-driven, chef-quality concepts
- Product scale-up at our pilot plant or theirs
- Product improvements/reformulation
- Rapid product development

Applications
National's Culinology Team has a comprehensive recipe file on a range of products:



Soups
Sauces
Refrigerated/frozen foods
  bakery
  meals
  soups
Baked goods and other bakery/sweet applications
  custards
  fillings
Prepared meals
Fiber-enriched foods
Health-conscious applications

A valuable resource
The team's credentials and accomplishments in the food industry add value to your products. Our staff includes classically trained chefs with degrees in culinary arts, experienced food formulators and extensive restaurant and food development expertise. The team is also actively involved in the Research Chefs Association (RCA).

In their new culinary center in National's recently opened Texture Center of Excellence, the team will have greater resources to assist research chefs. National Starch's Culinology Team will inspire confidence in your search for new, marketable ideas.

For further information, contact:
National Starch Food Innovation
10 Finderne Avenue, Bridgewater
New Jersey 08807-3300 U.S.A.
Directory Assistance
Tel: 1-800-797-4992
Fax: 1-609-409-5699
Internet: www.foodinnovation.com
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Northwest Naturals

As juice experts, Northwest Naturals incorporates the goodness of natural juice into your applications. Northwest Naturals is a leading supplier of premium specialty blended and custom formulated juice concentrates. Our single and blended fruit juice concentrates come from the highest quality fruits and are processed to yield the best flavor and color possible.



Whether you're looking for flavor uniformity or fruit/vegetable serving equivalencies for your beverage or other food application, Northwest Naturals has the solution. We're a juice company with flavor expertise. We will blend natural juice concentrates to your desired taste profile, using source essences, flavors and even sweeteners. We can help you establish a taste profile and then help you maintain it, year after year from crop to crop, as economically as possible.

Northwest Naturals is a wholly-owned subsidiary of Tree Top, Inc., the world's largest processor of apple and pear products, and the primary supplier to the U.S. market, providing food ingredients to more than 20 of the nation's top 25 food companies.

northwest NATURALS

Taking nature's best and making it better

For further information, contact:
To reach our juice experts, call Mike Marquand at
Phone: 425-881-2200 ext. 112
Address: 11805 North Creek Parkway South, Suite A-104
Bothell, Washington 98011
Fax: 425-881-3063
Or visit our Web site: www.nwnaturals.com

Ocean Nutrition Canada Limited

Ocean Nutrition Canada Limited (ONC) is a leading global supplier of MEG-3® brand Omega-3 EPA and DHA ingredients to the dietary supplement and healthy food ingredients markets. ONC has invested over eight years of dedicated research and development resources to create a breakthrough technology which enables food companies to create nutritionally dense foods using MEG-3® Omega-3, from fish oil…the best source of Omega-3 EPA/DHA.

Our innovative, and patented, Powder-loc™ microencapsulation technology enables the food industry to put fish oil based Omega-3 in a wide variety of foods such as baked goods, dairy, juice, and confectionary products.

MEG-3® Omega-3 healthy food ingredient is made using our patented Powder-loc™ microencapsulation technology. Our technology uses double shell protection, which keeps the EPA and DHA locked into the microcap while keeping the smell and taste of the fish locked out of the food.

MEG-3®, made with Powder-loc™ technology, benefits food manufacturers, food retailers, and consumers. Food manufacturers and food retailers benefit from being able to offer a value-added nutritional product to their consumers, resulting in a healthier bottom line. Consumers benefit from improved nutrition because they can conveniently get the goodness of fish, without the taste of fish, in foods they love to eat every day. That is why major multi-national brands are choosing MEG-3® as their trusted source of Omega-3 EPA/DHA from fish oil.

MEG-3® *trust the source®*

POWDER LOC™

For further information, contact:
Ocean Nutrition Canada Limited
101 Research Drive
Dartmouth, Nova Scotia
B2Y 4T6 Canada
Tel: 902.480.3200
Toll Free: 888.980.8889
Fax: 902.480.3199
www.ocean-nutrition.com
www.meg-3.com

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OmegaPure

OmegaPure, rich in the omega-3 fatty acids EPA and DHA, is formulated for incorporation into functional foods and beverages to improve in order to meet consumer demand. The product line includes both highly refined fish oil and a dry encapsulated powder for use in a variety of applications.

Our fish oil is processed solely from a sustainable fish called menhaden, part of the herring family, located in U.S. waters.

OmegaPure is produced by Omega Protein, a vertically integrated company and one of the world's largest producers of fish oil. At our multimillion dollar, state-of-the-art fish oil refinery located in Reedville, Virginia, we have the ability to refine, bleach, fractionate, and deodorize our fish oil- providing unsurpassed quality and service.

We look forward to working collectively to develop an exclusive formulation for your products in our laboratories. Kosher and Non-GMO. International Distribution Available.

OmegaPure Technology and Innovation Center provides:

Scientific Laboratories:
- Lipids- pilot plant facilities to analyze and process oils
- Analytical- conducts wet chemistry and advanced compositional studies
- Delivery Systems- encapsulation and micro-encapsulation system

Application Labs:
- Food Service- Supervised by Culinary Chef
- Baked Goods- Supervised by Certified Baker
- Dairy and Beverages- Supervised by Dairy Scientist

For further information, contact:
OmegaPure
Damon Dickinson- Director of Sales
2105 City West Boulevard Suite 500
Houston, Texas 77042
713-623-0060
www.omegaprotein.com
inquire@omegapure.com

P&G Food Ingredients

Who is P&G Food Ingredients?
P&G Food Ingredients offers ingredients that allow formulators to create great tasting, better-for-you products with true benefits. Our products include: Olean® and Omegaphyl® EPA/DHA.

What is Olean?
Olean® is the no-fat cooking oil and shortening which provides consumers with zero fat (including saturated and trans-fat), zero calories and zero cholesterol options, while providing great taste to their favorite foods.

Olean has been in the market for 10 years, with over 5 billion snack servings sold to Americans!

What are the benefits of Olean?
Olean can assist individuals trying to reduce fat and calories from their diets by offering unique health and taste benefits. As millions of consumers have found, Olean snacks are a great tasting option when looking to manage calories and fat.

Where can Olean be used?
Olean functions well in many applications. Today, Olean is approved by the FDA for use in packaged savory snacks and microwave popcorn. Olean is self-GRAS for use in cookies and the GRAS notification has been submitted to the FDA. Manufacturers have the ability to offer great tasting cookies that offer significant reduction in fat and calories.

For further information, contact:
For further information, such as samples and MSDS, please visit our website:
www.pgfoodingredients.com
www.olean.com
P&G Food Ingredients
11530 Reed Hartman Highway
Cincinnati, Ohio 45241 USA
Phone: 1-800-477-8899
Fax: 513-626-3145
E-mail: chemicalsinfo.im@pg.com

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P. L. Thomas

Look to PLT for the latest Functional Food Solutions.

Kaneka Q10™ -
Self-Affirmed GRAS Coenzyme Q10 (CoQ10)
Coenzyme Q10 (CoQ10) is a powerful, fat-soluble, vitamin-like substance found naturally in the organs of the body. It is vital to the production of energy and is a potent antioxidant with numerous health benefits. Kaneka Q10™ is the only GRAS CoQ10, only Q10 made through natural fermentation and only Q10 made in the USA.

GanedenBC30™ Probiotic (*Bacillus coagulans GBI-30, 6086*)
Superior to other probiotics, BC30's highly viable cells survive food processing and gastric acidity. It has a long shelf life, low use level, and does not need to be refrigerated. GanedenBC30 can be baked, boiled, frozen and squeezed into virtually any food and beverage application. Self-affirmed GRAS and Kosher certified.



Tomat-O-Red®
Natural red color from LycoRed® colors foods and beverages a variety of red shades due to carotenoids that contribute the red color to tomatoes. It also delivers antioxidant health benefits of tomato lycopene. Tomat-O-Red® offers the advantages of a safe, vegetarian alternative to the common red colorants produced from insect extract.

MenaQ7™
Natural Vitamin K2 for healthy heart and bones. Vitamin K activates proteins that are necessary to put calcium in the bones and keep it out of the arteries. It's a perfect choice for enrichment of functional foods. GRAS (self-affirmed) for dairy applications.

P. L. Thomas – Where Food and Health Meet

plt p.l. thomas

For further information, contact:
P.L. Thomas
119 Headquarters Plaza
Morristown, NJ 07960
973-984-0900
paulan@plthomas.com
IFT Booth #2709

P.L. Thomas/Ganeden

Ganeden Biotech
Ganeden Labs, the licensing and development division of consumer healthcare company Ganeden Biotech, has began marketing and distributing its high-survivability, easy-to-add probiotic ingredient, Ganeden**BC30™** (*Bacillus coagulans* GBI-30, 6086).



Ganeden**BC30™** is said to be the only probiotic to survive mixing and baking, does not require refrigeration, survives gastric acidity and has a 2 year shelf life. Company literature calls Ganeden**BC30™** "The probiotic that can take it" because it has shown to be heartier than other probiotic strains and survives stomach acid better than the probiotic cells used in most yogurts. In addition, Ganeden**BC30™** is self-affirmed GRAS. Food and beverage applications include baked goods, hot and cold beverages, dry drink mixes, soups, dairy products and a variety of health bars. Ganeden**BC30™** has already shown impressive survivability rates when added to hot tea, baked muffins, HTST (high temperature short time) dairy processing and hot mixed granola bars.

For food and beverage companies wanting to add a powerful probiotic to their products, Ganeden**BC30™** is becoming the preferred probiotic choice.

New Jersey based ingredient supplier, P.L. Thomas is handling US distribution of Ganeden**BC30™**. Samples of the probiotic bars with Ganeden**BC30™** and more information will be available at the P.L. Thomas' booth (#2709) at the upcoming IFT Show.

Ganeden Improving Quality of Life™

For further information, contact:
Mike Bush, VP New Business Development
Ganeden Biotech
5915 Landerbrook Drive, Suite 304
Mayfield Heights, Ohio 44124
Phone: 440-229-5200
Fax: 440-229-5240
Email: mbush@ganedenbiotech.com
www.ganedenlabs.com

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Pharmachem

Pharmachem Laboratories, Inc., is a family of companies specializing in manufacturing and value-added processing of custom ingredient systems for food, beverage, flavor, fragrance and dietary supplement customers since 1978. We are NOP Certified Organic since 2002.

We have 10 manufacturing facilities in the USA offering vertically integrated enzymatic, thermal and mechanical processing technologies, from benchtop to commercialization.

Core processing capabilities include; encapsulation, extraction, concentration, purification and recovery, distillation, clarification, granulation, agglomeration, microparticulation, spray drying, spray-chilling, fermentation, heavy-duty blending, wet and dry blending and more.

We offer soluble premixes, claim-specific fortifications, concentrated dairy flavors, and application-specific solutions.

Whether it is a healthy ingredient system, a standardized plant extract, a concentrated dairy flavor or a process problem you just can't figure out, Pharmachem has the technology and talent to help you succeed in the food & beverage marketplace.

We have been over 30 years experience with health & wellness solutions.

We make ingredients work™.

USDA ORGANIC

"We Make Ingredients Work"™

For further information, contact:
Pharmachem Laboratories, Inc.
201-719-7405 | 800-526-0609
food@pharmachemlabs.com
www.pharmachemlabs.com

Private Label Manufacturers Association (PLMA)

Latest statistics show that products carrying the retailer's brand now account for over $74 billion in annual sales volume; and virtually one in five items sold in U.S. supermarkets, drug stores and mass merchandisers. Representing this diverse industry is PLMA – the only trade association devoted exclusively to the store brand business.



Founded in 1979, PLMA has over 3,000 members worldwide – manufacturers, suppliers, and brokers – who are involved in the production and distribution of store brands. Products supplied by PLMA members include packaged consumables in virtually every prepared food and beverage category, including shelf stable, fresh, refrigerated and frozen, as well as food ingredients and non-foods.

PLMA's annual Private Label Trade Show has become the industry's most important event for showcasing new products and trends, featuring 2,000 exhibit booths from leading suppliers of private label. A special section of PLMA's 2008 trade show – to be held November 16-18 in Chicago – will be devoted to ingredients, including the raw materials, additives and fortifiers, flavorings and fragrances that make up today's store brands.

PLMA®
PRIVATE LABEL MANUFACTURERS ASSOCIATION

For further information, contact:
Private Label Manufacturers Association
630 Third Avenue
New York, NY 10017
PHONE (212) 972-3131
FAX (212) 983-1382
EMAIL info@plma.com
or visit www.plma.com

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Proprietary Nutritionals, Inc.

Introducing Benexia Omega-3 Chia Seed….



Known as the "running food," the Chia seed's use as a high energy, endurance food has been recorded as far back as the ancient Aztecs.

The name Chia is derived from the Aztec word, ***chian***, meaning oily. Seeds typically contain 20% protein, 34% oil and 25% dietary fiber. The oil from Chia seeds is one of the richest sources of Omega-3 fatty acids.

Benexia is a gluten-free whole grain; organically grown and naturally harvested. It can be eaten right from the plant, mixed with food, drink, or ground into flour for baking.

Transform your recipes

Adding Benexia Chia seed to your food can give it an excellent nutritional profile—without compromising taste. Other features, include:

- The only quality-certified chia seed available on the market; grown under GAP Analysis, and carefully selected under GMP and HACCP international quality standards.
- Exceptional source of Omega-3, fiber, protein, calcium, vitamins and other minerals.
- Higher ORAC value than fresh blueberries.
- Incorporates easily into other foods, including baked goods, snacks, bars and drink mixes.
- Available in bulk seed, sprouted seed, milled seed, flour and oil. Inventories warehoused locally.

Now available from Proprietary Nutritionals, Inc. Contact dean@pnibrands.com.

PROPRIETARY NUTRITIONALS INC.

PURAC



In your search for natural ingredients, turn to PURAC a leading food ingredient company celebrating its 25th Anniversary developing SAFE, NUTRITIOUS and DELICIOUS foods and beverages. PURAC ingredients are used in the food, meat and beverage industry serving a range of functions: natural preservation, food safety, mineral fortification, flavor enhancement and masking.

PURAC maintains partnerships with leading processors by providing solutions that are constantly reevaluated to meet the needs of consumers. Playing a supportive role with processors in all steps of a product development project, PURAC provides a highly skilled technical team who understand the difficulty of a new product introduction and/or product extension. Processors rely on PURAC's experience for support in new idea generation, food innovation kitchen and customer satisfaction. All these activities are focused on reducing the product development cycle which allows for increased speed to market and decreased costs.

Core Capabilities:

1. FOOD SAFETY: Natural preservation systems for a broad range of food products
2. NUTRITIOUS (Health & Wellness): Neutral, highly soluble and very bio-absorbable mineral fortification, supportive systems for sodium reduction, also ingredients that support the reduction of accrylamide in heat-treated products
3. DELICIOUS: Natural taste enhancement, acidification, and flavor masking

PURAC AMERICA

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Puratos



Trying to get the most out of their busy lives, sharing delicious healthy food, discovering new tastes and keen to experience different sensations - these are some of the characteristic traits of the ever-demanding consumers in the 21st century. At Puratos we constantly strive to attract and delight these consumers in a distinct and compelling manner.

Great Taste & Wellness
Puratos has a wide variety of unique products that are both healthy and delicious. Our whole grain cake bases and mixes have superior taste and texture while being better for you. The Puravita range of breads has a healthy focus for the whole family with whole grain, folic acid, and Omega 3 varieties.

The World of Sapore
To recapture traditional bread flavors, Puratos welcomes you to the world of Sapore, a range of ready-to-use natural sourdoughs. A specialized biofermentation technology enables us to offer all-natural sourdoughs from all over the world.

PatisFrance
Puratos is delighted to introduce PatisFrance, a versatile and seductive range of patisserie products and ingredients. These products are surprisingly easy to use and will enhance your creativity enabling you to produce authentic products with a touch of class.

O'tentic
O'tentic is a unique bakery component that enables bakeries to produce bread reminiscent of artisan tradition and taste. Puratos now offers bakeries the flexibility to develop and create a new range of superior quality breads.

Puratos Reliable partners in innovation · PATISFRANCE Source de Séduction · Belcolade THE REAL BELGIAN CHOCOLATE

For further information, contact:
Puratos US Corporate Headquarters
1941 Old Cuthbert Road
Cherry Hill, NJ 08034
Phone: 856-428-4300 or 800-654-0036
Fax: 856-428-2939
E-mail: infous@puratos.com
Website: www.puratos.us

Red Arrow Products Company LLC

Research Chef Findings
Red Arrow conducted preference studies with certified research chefs to determine if they prefer a multi-dimensional grill flavor (using a combination of char, roast, smoke, and grill flavors) that more closely emulates the true grilling experience. Red Arrow initiated this research study because of the negative perception of traditional grill flavors as one-dimensional with excess butane notes by both culinary and product development personnel in the food industry. This contradicts the rapid growth and acceptance of grilling by consumers in both the foodservice and retail segments.



Two chicken breasts were sampled, one containing the traditional grill flavor and another with the multi-dimensional grill flavor.

- 80 percent of the chefs responded that they preferred the multi-dimensional grill flavor. Many of the chefs preferred the more complex flavor for its authentic, balanced grill character, while lacking the butane note that traditional grill flavors are notorious for.
- 73.5 percent of the chef respondents felt that existing grill flavors were too one-dimensional and butane-like.

Red Arrow has the ability to customize and build an authentic grill flavor by pulling from the categories of char, smoke, grill, meaty, caramelized, and seared to provide a flavor that emulates a "right off the grill" experience. Contact Red Arrow for the complete research study including consumer research results.

RED ARROW
Smoke • Grill • Browning

For further information, contact:
Red Arrow Products Company LLC
PO Box 1537
Manitowoc, WI 54221-1537
Phone: 920-769-1100
Fax: 920-769-1281
E-mail: sales@redarrowusa.com
www.redarrowusa.com

advertorial

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RiceSelect

More than thirty years ago, RiceSelect planted the first American basmati rice in the rich soil of the Texas Gulf Coast. The grains that sprouted from those carefully selected seeds came to be known as Texmati®. They held all the delicious characteristics of their basmati rice cousins that are so beloved in exotic locales.

Three decades later, Texmati's uniquely flavorful, superbly aromatic qualities have made it a household name among food lovers and world-renowned chefs. The appeal of its nutty flavor and inviting aroma is best evidenced in the countless cookbooks, magazine articles, and restaurant menus that cite Texmati by name. It has become the ideal meal complement.

Texmati's success and 100% all-natural qualities inspired us to develop a full line of healthy and flavorful rice, pasta and side dishes, including delicious organic options. The very innovation that breathed life into Texmati is still thriving today and evident in each of our products, which are all capable of elevating any meal or recipe to gourmet heights. For recipes and inspiration, visit RiceSelect.com.



For further information, contact:
Mark Denman
RiceSelect
1925 FM 2917
Alvin, TX 77511
PHONE: 800-993-7423
FAX: 281-393-3532
E-MAIL: info@riceselect.com
www.riceselect.com

Roquette America, Inc.

Join us in celebrating our 75th anniversary at booth # 3936 at IFT 2008 in New Orleans, LA. Roquette, a leading global manufacturer of healthy ingredients, provides Smart Calories™ innovative solutions that provide our customers with nutritionally balanced, great tasting choices for consumers. Smart Calories™ solutions deliver multiple health benefits including added fiber, protein enrichment, and sugar reduction and/or elimination. Roquette will be showcasing NUTRALYS® pea protein, NUTRIOSE® soluble fiber, MALTISORB® crystalline maltitol, and POLYSORB® FM fiber enhanced maltitol syrup. NUTRALYS® is a functional vegetable protein with outstanding nutritional benefits. MALTISORB® easily replaces sucrose, is low in calories, and contributes to glycemic control. NUTRIOSE® is a non-GMO soluble fiber and can be used in confectionery and nutritional products. POLYSORB® FM is an advanced sugar replacement system offering indulgent taste with the benefits of added fiber, caloric and sugar reduction. Visit our booth to try some innovative and great tasting samples featuring our ingredients. Let our dedication to research and science, consumer market trends, and expertise in applications help you succeed.

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ROQUETTE

For further information, contact:
Roquette America, Inc.
(800) 553-7035
sales.rai@roquette.com
www.roquette.com
www.aboutmaltitol.com
www.nutriose.com

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Sargento Food Ingredients

At Sargento Food Ingredients, we have a passion for cheese! You can trust our family of cheese experts to give you the bold, exciting flavor you're looking for in the packaging option that's right for your application.

Sargento is *the* source for sauce solutions. Whether you want a cheese sauce or a more classical Euro sauce, Sargento has the solution. With shelf stable, refrigerated and frozen portion-control options, Sargento can help you sauce up your entrée—salmon, pasta or chicken—side dish or dessert.



Shelf-stable: Sargento has solutions for processors looking for value and variety. All our shelf-stable sauces come in standard or customizable packaging options for maximum versatility to fit your processing needs.

Refrigerated: Custom Melts™ uses patent pending technology that delivers high-quality sauces in nearly any refrigerated form — shreds, cubes, dices, slices — all within seconds or minutes of heating.

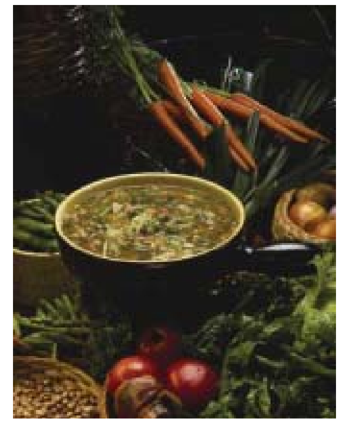
Frozen: The latest sauce technology to find its way into the Sargento family of products is Portionables. Using only the freshest ingredients and most flavorful seasonings, Portionables offer a new level of quality, convenience, flexibility and control over sauce portions.

Sauce it up with Sargento!

SARGENTO®
Our Family's Passion is Cheese.

For further information, contact:
To find out more about saucing, go to www.sargentofoodingredients.com or contact:
Sargento
One Persnickety Place
Plymouth, WI 53073
800-795-7090
www.sargentofoodingredients.com

Savoury Systems International, Inc.



Savoury Systems International, Inc. is a specialized flavor ingredient company offering yeast extracts, savory topnotes, HVPs, and custom products. Product lines consist of Kosher, Halal, Non GMO, and organic compliant products, as well as Savorganic™, a line of certified organic yeast extracts in both powder and paste form. Various salt replacers have also been developed for companies trying to reduce sodium in their products.

We have a wide variety of yeast extracts with counterparts to the popular types in the market, including light, flavor enhancing extracts as well as dark, roasted types. Custom products can also be formulated for your needs.

Our #0800 series of products are cost effective flavor bases that are also Non GMO, Kosher, and Vegetarian. We offer several types, including chicken, beef, pork, turkey, bacon and umami flavors.

Also available is a selection of oven dried or spray dried HVPs made from soy, corn, and wheat.

Chef Select is our product line of specialty flavors for culinary use. These are ready to use bases for popular entrees, or can be modified further by the user for more unique, ethnic meals.

Our marketing partnership with brokerages in various locations around the United States provides a dynamic, timely benefit to the customer as we strive to offer quality products at a reasonable price with strong service.

PO Box 5487
Branchburg, NJ 08876
Tel. 908-526-2524
Fax 908-526-2632
customerservice@savourysystems.com

Savoury Systems™
International, Inc.

For further information, contact:
Kevin McDermott, Product Manager
Toll Free: (888) 534-6621
Fax: (908) 526-2632
Email: kevinm@savourysystems.com
Web: www.savourysystems.com

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Seltzer Nutritional Technologies

Description: Fortifying is our forte. Since 1981, Seltzer has built a reputation on service and quality with nutritional ingredients and micro-nutrient pre-mixes. Seltzer Nutritional Technologies provides food, beverage and nutritional supplement companies with a complete line of Vitamins, Amino Acids, Minerals and Specialty Nutritional Ingredients. Seltzer Nutritional Technologies' state-of-the-art manufacturing facility is Kosher and AIB certified and we take pride in the quality and unparalleled service that we provide our customers.



In today's world, you need speed, consistency and quality to face your competition and adapt your products to the increasingly health conscious consumer. Seltzer Nutritional Technologies provides formulation and ingredient expertise in combination with the quality and consistency of finished nutrient blends that our customers count on. From order date to ship date, our lead-time is the shortest in the industry. Looking for a basic RDI, Energy, Antioxidant, Performance blend or any other specific nutrient mix? Looking for ideas on how your product can be fortified for greater consumer appeal while retaining its good taste? Seltzer can provide the solution. Count on Seltzer for your Nutrient and Fortification Needs.

North America, South America, Europe

SELTZER NUTRITIONAL TECHNOLOGIES

For further information, contact:
Seltzer Nutritional Technologies
5927 Geiger Court
Carlsbad, CA 92008, USA
ph: (800) 735-8137, fax: (760) 468-0336
email: info@seltzernutritionaltech.com
web: www.seltzernutritionaltech.com

Sethness Products Company

In business since 1880, Sethness Products Company is the world's leading manufacturer of Caramel Color. Used to improve the visual appeal in nearly every segment of the food industry, Sethness Caramel Color applications include beverages, baked goods, sauces, soups, syrups, cereals, dry mixes and pet foods.

Flexible, versatile and economical, Sethness Caramel Color can be used to provide an extensive range of end colors. Everything from light yellows, to reddish browns to the darkest browns can be achieved with Sethness Caramel Colors.

The product line includes more than 50 liquid and 20 powdered Caramel Colors. Sethness also offers 3 Caramelized Sugar Syrups and Non-GMO options. To keep pace with the demand for organic foods, Sethness manufactures Certified Organic Caramel Colors in both liquid and powdered forms.

Sethness will be displaying samples of their Caramel Colors at booth #3811.

Sethness operates the world's largest Caramel Color production facility in Clinton, Iowa, a plant in Ahmedabad, India and a plant in Merville, France. These strategically located operations allow Sethness to offer color solutions and service to food processors around the globe.

Sethness is proud of their 128 year tradition of providing the highest quality Caramel Color.



SETHNESS CARAMEL COLOR

For further information, contact:
Sethness Products Company
3422 W. Touhy Avenue
Lincolnwood, Illinois 60712
Toll Free: 888.772.1880
mail@sethness.com
www.sethness.com

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SunOpta Ingredients Group



SunOpta Ingredients Group is the world's largest supplier of oat fiber to the food industry. SunOpta fibers can be used in baked goods, snacks, cereals, cookies and crackers, and meat products to enhance texture, increase yield, or improve strength and flexibility. Fiber is an important part of a healthy diet and a healthy gastrointestinal tract. Dietary fiber reduces the risk of developing various conditions such as diverticular disease, constipation, and may have an effect on colon cancer risk. And not to be forgotten, fiber aids in weight control by contributing to the feeling of fullness and fiber lowers the risk for heart disease and diabetes.

Canadian Harvest® Oat Fibers and Stabilized Brans and SunOpta™ Soy Fibers are an excellent way to answer the call for more fiber. We also offer stabilized wheat germ, ingredient systems, specialty starches, and dry sweeteners (molasses and honey).

SunOpta
A healthy products company

For further information, contact:
SunOpta Ingredients Group
Phone: 1-800-353-6782
Fax: 781-276-5125
E-mail: ingredients@sunopta.com
www.sunopta.com/ingredients

Symrise Inc.

As a global leader in the creation of Flavors, Cosmetic and Aroma Chemical ingredients, Symrise is well known for technological innovations and customer service. Its mission, "*Always Inspiring More…*", drives the company's strategy and activities. For customers, the phrase means that they can find what they are looking for in a product development partner when they turn to Symrise.

Symrise is living up to their mission, evident in its acquisition of Chr. Hansen's Flavors and Seasonings Division, finalized in April. This targeted acquisition was based on Symrise's understanding of the industry's most pressing challenges and the need for better-than-ever solutions in key areas. By acquiring a stronghold in seasonings and dairy technology, Symrise has complemented its well-established portfolio, already distinguished by *taste for life®* solutions for health and wellness, Naturally Citrus® and Simply Vanilla. *taste for life* features three pillars known as Lighten Up™, Be Natural™ and Get Active™, which respectively represent flavors for foods lower in sugar, salt and fat; the widest range of natural flavors for authentic tastes and clean labels; and vital new flavors with no off-tastes for functional foods.

Other recent activities are also impacting on Symrise's ability of "*Always Inspiring More…*". Notably, Symrise is supporting its Naturally Citrus® brand with the opening of its Global Citrus Center in Brazil which provides the assurance of excellent raw materials, harvested at the source and processed into high quality citrus products. Additionally, another of Symrise's worldwide Citrus Showrooms was recently opened in Teterboro, New Jersey, to better serve North American customers.

symrise
always inspiring more...

For further information, contact:

Company Name:	Symrise Inc.
Address:	300 North Street, Teterboro, New Jersey 07608
Phone:	(201) 462-2389
Fax:	(201) 288-2292
Web:	www.symrise.com
Contact:	Emmanuel Laroche
Email:	emmanuel.laroche@symrise.com

advertorial

2008 IFT Show Preview Profiles

TABASCO® Brand Ingredients

Booth 3635

There will be a big celebration going on at IFT Expo **Booth 3635** as McIlhenny Company marks its 140th year of making TABASCO® Brand Pepper Sauce. TABASCO® Brand Ingredients, most varieties of which are made with the same oak-aged mash from the original pepper sauce, will be showcasing all 10 ingredients formulas.

Food will be abundant at the TABASCO® booth. Cajun Kettle, maker of the famous New Orleans Jazz Fest Crawfish Monica, will be displaying some traditional Cajun cuisine as well as other foods spiced with world famous TABASCO®. This year is also the debut of Spiced Carrot Cake Ice Cream with TABASCO®, a perennial favorite. IFT attendees are also invited to register to win a hand-painted artisan chair with the colors and flare of New Orleans and customized with the winner's name on it.



Other foods to be served are co-branded products such as Hormel Hot & Spicy Chili, Vlasic Kosher Dill Spears, Slim Jim®, Dean's® Dips, Cheez-It® Crackers, and Heinz® Ketchup Kick'rs. Chef Jason Gronlund, manager of ingredients sales and culinary services, will be available to answer any questions.

There are 10 varieties of TABASCO® Brand Ingredients to help food processors put the unique flavor of TABASCO® Brand Pepper Sauce in their products. For details and more information, visit our website at www.TABASCOingredients.com.

McILHENNY CO. TABASCO® BRAND INGREDIENTS

For further information, contact:
Jason R. Gronlund
Avery Island, LA 70513
Phone: 407-814-2488
Fax: 407-814-2489

Takasago Flavors

Founded in 1920, Takasago maintains a vital presence in Asia, Europe and the Americas. In the last two decades, Takasago has dramatically expanded its U.S. facilities.

At Rockleigh, New Jersey, a focus on key markets can be found in confectionery, beverage, savory, and oral care. The Rockleigh facilities include dedicated laboratories for developing superior finished prototypes. Rockleigh is also the site of Takasago's Sensoral™ Center, a training ground and educational tool for understanding Sensates™; the Consumer Insight and Marketing Research (CIMR) team that uniquely captures consumer's perceptions and preferences to develop winning finished flavors; and Sensory Evaluation facilities that are second to none.



At Takasago's manufacturing facility in Teterboro, New Jersey, advanced equipment and proprietary technology are used to create:

- Vivid Flavors™ that duplicate tastes and aromas found in nature and developed from Takasago's Nobel prize award-winning chiral chemistry
- Intensates® flavors and Sensates™ flavor ingredients for heating, cooling, tingling, enhancing, salivating and masking effects

Takasago's core competencies also include flavor delivery systems such as Crystarome®, Micron®, Micron *Plus*™ and cyclodextrin technologies. Leadership in mint technology is distinguished by the manufacturing of 1-menthol, also based on exclusive asymmetric catalysis technology. The company legacy of more than 1,000 patents continues to grow.

TAKASAGO

For further information, contact:
Company Name: Takasago International Corp. (USA)
Address: 4 Volvo Drive, Rockleigh, New Jersey 07647
Phone: (201) 767-9001
Fax: (201) 784-7292
Web: www.takasago.com
Contact: Brian Buck
Email: bbuck@takasago.com

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advertorial

Tate & Lyle







Tate & Lyle is one of the world's largest renewable ingredients companies. By combining our in-house R&D expertise with efficient, large-scale manufacturing we turn agricultural products, like corn and sugar, into vital ingredients for a wide range of industries. Our ingredients enhance the form, function and performance of our customers' products and help deliver quality and consistency to consumer brands. Our food ingredient portfolio includes sweeteners, starches, sugars, PROMITOR™ Dietary Fiber, acidulants, proteins, and SPLENDA® Sucralose.

PROMITOR™ is a new range of dietary fibers that deliver the health benefits consumers desire, with the great taste they want. PROMITOR™ Dietary Fiber is easy to integrate into your existing formulations – without compromising flavor or texture. It's so versatile you can develop new health-plus versions of products in a wide range of food categories.

SPLENDA® and the SPLENDA® logo are trademarks of McNeil Nutritionals, LLC.

promitor™ Dietary Fiber

U. S. Highbush Blueberry Council



Blue: the Color of Smart is the theme of this year's US Highbush Blueberry Council booth #5237 in the Healthy Food Pavilion.

Foodsmart food technologists use real blueberries in a range of products from baked goods, fillings and toppings, to sauces, smoothies, frozen novelties, cereals and healthy snacks. Wise innovators specify real fruit over simulated bits containing no fruit. Highbush blueberries provide the best that nature has to offer: nutrients and delicious, sweet, real fruit with burst-in-the mouth flavor.

Blueberries pair naturally with a variety of ingredients. Because real blueberries are homey and familiar, they give new products instant curb appeal. Easy-to-formulate, cultivated highbush blueberries are available year-round in multiple formats: fresh, frozen and dried; as purée, concentrate, and juice; from whole fruit to powder. Use real blueberries for product authenticity, luscious color, and real fruit benefits.

Visitors to the U. S. Highbush Blueberry booth can sample blueberry-studded goodies and pick up a copy of our *Smart Blue Restaurant Guide* to blueberry-savvy New Orleans eateries. Be IFT Foodsmart.

Make real blueberries your formulation choice for their fruity, true flavor, their bright, bold possibilities in product formulations, and their certain global appeal.

Blueberries

MADE WITH REAL BLUEBERRIES

For further information, contact:
U. S. Highbush Blueberry Council, c/o Thomas J. Payne Market Development
865 Woodside Way, San Mateo, CA 94401
phone 1-800-824-6395 Blueberry Hotline
fax: (650) 340-8568
bberry@blueberry.org; www.blueberry.org

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United Soybean Board



Celebrate a Tradition of Innovation in New Orleans! Visit the United Soybean Board (USB) at IFT booth 3145 to learn about innovations in edible oil technology that will provide trans fat solutions in addition to other health and functionality benefits. Stop by between 3 and 5 PM each day to enjoy a refreshing beer, sponsored by QUALISOY™.

While you're there, enter the "Innovations of Yesterday and Tomorrow" raffle contest to win a collection of CDs from the very best New Orleans jazz musicians throughout history and a Bose headset!

And, stop by USB's Soy Oil Snack Shop nearby at booth 3142, to sample snack foods with zero grams trans fat per serving, made with enhanced trait soybean oils.

Please also attend the USB-sponsored educational session at 8:30 a.m. on Monday, June 30, to learn about the latest research exploring high-stearate fats' health impact and potential opportunities for food product formulation.

USB, a farmer-led organization comprised of 68 farmer-directors, oversees the investments of the soybean checkoff on behalf of U.S. soybean farmers. For more information, please visit www.soyconnection.com.

SOY MAKE THE CONNECTION
BROUGHT TO YOU BY THE UNITED SOYBEAN BOARD

For further information, contact:

Company Name:	United Soybean Board
Web address:	www.soyconnection.com
Contact Name:	Brie Baltzell
Phone:	206-270-4631
Email:	Brie.Baltzell@publicis-pr.com

US Soy

At US Soy, we offer complete traceability for our organic and non-GM soy ingredients. It's simple for us, because we supply the proprietary seeds, monitor the growing, collect the harvest, store the beans and process the soy ingredients… all right here in Illinois. Quite literally, the soybeans never leave our sight.

US Soy's proprietary genetics also provide unique functionality in our soy ingredients. Whether Certified Organic or simply non-GM, our unique genetics yield ingredients with very low flavor, excellent color, great nutritional profiles and high processability. From soy flours to roasted and seasoned soy nuts…and every grind permutation in between…US Soy ingredients provide exceptional formulation flexibility.



Trust US Soy for… *TOTAL CONTROL, FROM ROOTS TO RECIPE®*

Products:

- Organic and Non-GM Soy Ingredients
- Soy flours… full fat, low fat, roasted, soy fiber flour
- Roasted soy bits and pieces
- Roasted and seasoned soy nuts
- Soy milk base

Product line features:

- Certified Organic and Non-GM specifications
- Proprietary soy genetics for superior functionality
- 100% vertically integrated for total traceability
- Milling flexibility for special requirements
- Complete certifications, including Kosher and Organic

For further information, contact:
2808 Thomason Drive
Mattoon, IL 61938 USA
Phone: 217-235-1020
Fax: 217- 235-1006
e-mail: info@ussoy.com
www.ussoy.com

US Soy

2008 IFT Show Preview Profiles

advertorial

Vegetable Juices, Inc.

Natural Ingredient Solutions™
Juices • Purees • Dices • Sauces • Culinary Blends

For more than 70 years, Vegetable Juices, Inc. has been a leader in converting natural produce into flavorful, high value-added products for industrial food use. We are passionate about supplying quality ingredients that deliver outstanding fresh flavor and superior health benefits to our customers' products.



Sesame Lemongrass Chicken

Featured Products:
Lemongrass Purees
A traditional flavoring in Thai and other Pacific Rim and Caribbean cuisines, lemongrass proffers an intriguing hint of citrus without the lemony bite. Refreshing and light with a hint of ginger, one would never suspect such a delicate flavor was so difficult to process for commercial use. Lemongrass is a true tropical grass with plenty of fibrous matter. So despite its popularity and intriguing flavor, lemongrass was an impractical commercial ingredient until today.

Vegetable Juices, Inc. is the only commercial supplier in North America of fresh, pureed processed lemongrass.

Visit us at the National IFT—Booth #1148

NATURAL Ingredient SOLUTIONS Vegetable Juices, Inc.

For further information, contact:
Vegetable Juices, Inc.
7400 S. Narragansett
Bedford Park, IL 60638
Phone: (708) 924-9500
Fax: (708) 924-9510
www.vegetablejuices.com
customerservice@vegetablejuices.com

Ventura Foods, LLC

Ventura Foods, LLC produces shortenings, oils, butter blends, margarines and spray releases. Our range of products include: flavored oils, liquid and solid fats, special functional needs products, No Trans products and customized formulations. We also offer a full line of dressings, sauces and mayonnaise to the food manufacturing sector. All of our products can be custom developed and designed to meet a wide array of functional needs. Products can be developed for shelf-stable, frozen or refrigerated applications.

We offer a diverse selection of packing options from: various portion cup sizes (round and rectangular), pouch packs in various sizes, 50 lb cubes to 2200 lb bulk totes, and some bulk tank trucks. We can also customize these packaging options for your specific needs. Along with our customized development, we can also offer logistical flexibility with our 12 manufacturing facilities in key geographical locations around the United States. Customizing products for your specific needs is what we do best.

Our current focus is reviewing our best options for No Trans products such as the unique source oils, types of fats and processes, solutions by applications, specialized processing to meet functional requirements, and creating a wide variety of liquid, pumpable (semi-fluid), and solid products for shortenings, oils, butter blends and margarines to meet customer needs and requirements. We have recently developed several products that meet the no trans qualification and have reduced saturated fats. All Ventura Foods, LLC plants are OU Kosher, follow GMP guidelines and our products are produced under strict good manufacturing practices. We also rely on independent outside firms such as Cook & Thurber, Silliker Labs, AIB and NFPA to audit our facilities.

For more information please contact us at 800-326-2253 or you can look at our Web site at www.venturafoods.com.

We've got you covered from…Coast to Coast.

Ventura Foods, LLC

For further information, contact:
Ventura Foods, LLC
800.326.2253
www.venturafoods.com

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Wacker Fine Chemicals

LOOKING FOR TOMORROW'S HEALTHY SOLUTIONS? THEY'RE HERE TODAY!



Consumers are demanding healthier food options. WACKER FINE CHEMICALS has the solutions you are looking for today.

WACKER FINE CHEMICALS is the global leader in cyclodextrin products derived from starch. All CAVAMAX® cyclodextrins are FDA notified GRAS.

WACKER FINE CHEMICALS has developed a new method for structuring fats and oils without changing their nutritional profile. The technology uses CAVAMAX® cyclodextrins to increase viscosity, but no chemical modification or reaction takes place. This new technology offers a healthy solution for reducing saturated fats.

CAVAMAX® W6 is a colorless, natural dietary fiber with neutral taste, which is stable even in carbonated beverages. CAVAMAX® W6 significantly lowers the glycemic index of starch-containing food, and recent studies indicate CAVAMAX® W6 also increases the excretion of dietary fat.

CAVAMAX® CoQ10 is a clinically proven highly bioavailable Coenzyme Q10 powder that disperses easily into aqueous systems. CoQ10 is a vitamin-like substance present in every human cell and vital to energy production.

WACKER products also include complexes of flavors, antioxidants, dietary supplements and custom-tailored formulations. This pioneering technology is increasingly used for stabilization against heat, oxidation and taste or odor masking.

WACKER FINE CHEMICALS

For further information, contact:
Wacker Fine Chemicals
1-800-942-0628
1-517-264-8246
Ms. Nicole Tomba
3301 Sutton Road
Adrian, MI 49221
www.wacker.com

Watson Inc.

Watson is one of the highest quality suppliers of products and services geared to enhancing human health and nutrition around the world. We are a leader in developing custom nutrient blends for the food and pharmaceutical industries. Expertise in micro-encapsulation, agglomeration, micronizing and spray drying allow us to develop unique formulations using Watson manufactured value-added ingredients. High quality control standards are maintained by Watson's state-of-the art analytical laboratory. We maintain four in-house research and development laboratories and pilot lab facilities for product development.



Core Competencies:
- Vitamin/Mineral Premixes
- Micro-Encapsulation
- Trituration
- High Shear Granulation
- Hot Melt Granulation
- Spray Drying
- Specialty Fibers
- Edible Films
- Instantizing
- Micronizing

Watson

For further information, contact:
Watson Inc.
301 Heffernan Drive
West Haven CT 06516 U.S.A.
Phone: 1-800-388-3481
Fax: 203-932-8266
e-mail: order@watson-inc.com
www.watson-inc.com

2008 IFT Show Preview Profiles

Wild Blueberry Association of North America



The Wild Blueberry Association of North America (WBANA) is a trade association of Wild Blueberry growers and processors, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the trade worldwide. For food product designers, Wild Blueberries are a winning choice for new product development because of their antioxidant power, extraordinary taste, superior performance, unique small size, and outstanding marketing appeal.

Number one in antioxidants according to USDA studies, Wild Blueberries have been linked to a wide range of potential health benefits—from promoting brain and heart health to combating cancer and Alzheimer's disease.

Wild Blueberries are available year-round in a variety of forms including frozen, dried, powder, extract or concentrate. Learn more about how Wild Blueberries can give your products an advantage in today's health-driven marketplace by visiting wildblueberries.com.

For further information, contact:
Wild Blueberry Association of North America
Post Office Box 100
Old Town, ME 04468
207/570-3535
wildblueberries@gwi.net
www.wildblueberries.com

PREPARED FOODS

New Products Conference

September 21-24, 2008 • The Fairmont Scottsdale, Arizona

Mintel

Register today and save $300!

Prepared Foods' 26th annual **New Products Conference** is the food & beverage industry's premier product development event for gaining valuable insights into exciting global new products, culinary advances and emerging consumer trends.

The **New Products Conference** provides R&D, Marketing and Corporate Management executives like you, a dynamic forum to learn from world-class speakers, capture valuable new product & trend data, participate in an interactive culinary session, taste new products from around the globe, and capitalize on incredible networking opportunities with the food industry's greatest minds.



Sunday, September 21, 2008

12:00 - 4:00 p.m.
Fishing Tournament
Sponsored by Innophos
Are you searching for an exciting fishing adventure? Teams compete in a professionally run event, complete with tournament rigged bass boats and guides, weigh-in stage, scales, prizes, lunch and more.

1:00 - 5:00 pm
Golf Tournament
Sponsored by Chr. Hansen
Experience the new Scottsdale TPC Champions Course.

7:00 - 9:00 pm
Welcome Reception
Start this year's New Products Conference with a casual networking event. Make the connections that will enhance your conference experience.

Monday, September 22, 2008

7:30 - 8:30 am
Breakfast Buffet
Sponsored by Tree Top

8:30 - 8:45 am
Opening Remarks
Peter Havens, Sr. Group Publisher and Claudia O'Donnell, Editor-in-Chief, *Prepared Foods*

8:45 - 9:30 am
The New Dynamics of the Global Food System
Keynote Speaker: Mary L. Shelman, Director, Agribusiness Program, Harvard Business School
Shifts in the international food supply chain, competition from biofuels, rapidly expanding global markets and advances in biological sciences are just some of the factors causing seismic changes in the food industry. How will issues from ingredient sourcing to new product development be impacted? What are the challenges and where are the opportunities for food companies? Critical information is provided that will help companies generate innovative solutions for success.

9:30 - 10:15 am
Engaging Suppliers in the New Product Development Process
Speaker: D. Steven Wade, Director of Benchmarking and Marketing Programs, CAPS Research
Learn how companies engage suppliers in R&D initiatives from product planning and development to product launch. Information from benchmarking reports focusing on supply management's role in selecting new suppliers, investigating new materials, and identifying new technologies will also be presented.

10:15 - 10:45 am
Refreshment Break

10:45 - 11:30 am
Casting an External Net for Value Creation
Speaker: John Smith, Senior Principal Scientist, Pepsico / US Foods
Increasingly, innovative and successful companies have learned how to make the most of Open Networks, maximize technology brokers and have developed successful industry partnerships. Such creative ventures will lead to improved ROI on your R&D resources!

The Fairmont Scottsdale Resort September 21-24, 2008



understand key trends



network



new product ideas

Register at PreparedFoods.com/npc

11:30 - 12:15 pm
Making a Claim: Formulation Amid Regulation
Speaker: Mark S. Hostetler, Attorney, Husch, Blackwell Sanders LLP
New product development, ingredient choices and product strategies will both lead and follow consumers' interests. However, legislative initiatives and regulations will influence how and to what extent product developers can respond. What are the politics, policies and proposed regulatory changes on the horizon that will impact the foods we market?

12:15 - 1:30 pm
Luncheon
Sponsored by California Raisin Marketing Board

1:30 - 2:10 pm
How 76 Million Boomers are Changing the Food Industry
Speaker: Steve French, Managing Partner, Natural Marketing Institute (NMI)
Based on four years of trends from NMI's Healthy Aging/Boomer Database™ research, this session examines what Boomers look for and what they avoid in food and beverages; the role of health and wellness; weight management issues and new product/brand usage patterns. NMI's proprietary Boomer consumer segmentation model will help identify marketplace opportunities.

2:10 - 2:50 pm
World Flavor Trends
Speakers – Mintel GNPD, Lynn Dornblaser and David Jago, Directors, Custom Solutions Group, Mintel International
Discover the newest, most popular flavors emerging in the U.S. market and abroad. Learn how unusual flavors and flavor blends' impact new product introductions and performance, consumer attitudes and activity from outside the U.S. market.

2:50 - 3:15 pm
Refreshment Break

3:15 - 4:30 pm
Mintel Tasting Session on Flavors and Tastes
Taste the new emerging flavors that were presented during Mintel's previous session. Sample exciting new products from around the globe.

6:00 - 7:00 pm
Networking Reception
Sponsored by Butterball Farms, Inc.
Relax, unwind and share ideas with your peers.

7:00 - 7:30 pm
The Spirit of Innovation Awards Ceremony
Sponsored by Ventura Foods
Join us in celebrating the industry-nominated, innovative product development teams that recently introduced a new product in foodservice and retail markets. Learn the story behind the winning products.

7:30 - 9:00 pm
Spirit of Innovation Dinner
Sponsored by Ventura Foods
Casual, outdoor, dine-around stations are the perfect way to network and enjoy the abundance and full flavors of the southwest. Immediately following the Awards Ceremony.

Tuesday, September 23, 2008

7:30 - 8:30 am
Breakfast Buffet
Sponsored by Ocean Nutrition Canada

8:30 - 9:15 am
Emerging Opportunities in Products for Health
Speaker: Barbara Katz, President, HealthFocus International
Health is hot! But, as the market becomes increasingly competitive, it becomes crucial to recognize what consumers want and to understand what they think about health and diet. The global HealthFocus Trend Study provides information on trends in health and wellness. Analysis and discussion on how global attitudes and trends may impact packaged prepared foods is part of this interesting and unique presentation.

9:15 - 10:00 am
Weight Management Today and Tomorrow
Speaker: Jay Satz, Ph.D., V.P. of Program and Product Development, NutriSystem.
Weight management is perhaps the greatest health issue today. It drives trends and activities ranging from clinical and consumer research, to public policy to new product development. The speaker, described by *Forbes* magazine as one of "America's most famous diet gurus," will look at these topics, within the framework of one company's success. Insights will be provided into this increasingly crucial subject that has the power to impede or boost business success.

10:00 - 10:30 am
Refreshment Break

10:30 - 11:15 am
Lessons Learned from the Natural Products & Dietary Supplement Industries
Speaker: John Venardos, Vice President, Worldwide Regulatory & Government Affairs, Herbalife
In the development of truly innovative products for health, a company must have the pulse of consumers, the regulatory environment and emerging science. Learn how a related industry excels in quickly adapting to changes in the market as it fast-tracked new products for the U.S. while working in Washington on initiatives to provide affordable, science-based products improving consumer health and on efforts for self-regulation to improve consumer confidence in product claims.

2008 SPONSORS

CHR HANSEN · COMAX FLAVORS · GRAN FRUIT · DANISCO · ICL Performance Products LP · TREE TOP · BUTTERBALL BUTTER · Hormel Foods Specialty Products · SupHerb Farms · cognis · IFF · Ventura Foods, LLC

Register at PreparedFoods.com/npc

11:15 - 12:00 noon
Product Development Changes in a Changing Wellness Landscape
Speaker: Chor San Heng Khoo, Ph.D., Vice President, Global Nutrition and Health, Campbell Soup Company
Wellness, a global mega-trend, is increasingly complex. Scientific advances, global travel, aging populations, obesity and instantaneous communications have shifted consumers' definition of wellness from reducing disease risks to living longer with an improved quality of life. These changes mean the food industry must change how products are developed, marketed, sold, regulated and reimbursed. Case examples, including Campbell's recent efforts to lead in the health and nutrition markets, will be presented.

12:00 - 12:15 pm
Collegiate Education Awards

12:15 - 1:30 pm
Luncheon
Sponsored by SupHerb Farms

1:30-2:10 am
From Flavors to Food Solutions: The Impact of Millennials
Speaker: Chef John Li, Senior Executive Chef, Kraft Foodservice
Research shows that the eating habits of Millennials (those born between 1982 and 2000) will have a tremendous impact on how food products and menus are designed. Their attitudes and actions require a new and different approach to the development and marketing of foods in both the retail and foodservice sector.

2:10 - 2:50 pm
Emerging Foodservice Trends, Operator Differentiation, and the Impact on Food Manufacturers
Speaker: Kevin Higar, Director Operator Product Development, Technomic
Few foodservice operators can remember a business environment this challenging. The ability to offer menu items that meet a variety of consumer needstates will be critical for operator success in 2008 and beyond. Discover which emerging foodservice trends can establish Resonating Points of Differentiation for restaurant concepts, and how food manufacturers can position themselves as partners in the operators' quest to separate from the competitive clutter.

2:50 - 3:15 pm
Refreshment Break

3:15 - 4:30
Ideation to Reality: Keeping the Gold Standard
Speakers and Facilitators: Dr. Victor A.L. Gielisse, CMC, Associate Vice President, and Ronald De Santis, Director, Continuing Education's Industry Solution Group, The Culinary Institute of America
Product developers are pressured to turn around the innovation cycle faster than ever to deliver differentiated products to the market. Too often, the inspired concept first portrayed by the "gold standard" is lost. Techniques and strategies on how to stay true to initial product concepts during product development will be presented. An interactive segment using food samples will help audience members better understand the issues involved.

6:00 – 7:30 pm
Cocktail Reception
Sponsored by Takasago

Wednesday, September 24, 2008

7:30 - 8:30 am
Breakfast Buffet
Sponsored by Mane, Inc.

8:30 - 11:00 am
Concurrent Product Development Sessions
Select the Breakout Session that's right for you. These sessions will be both highly interactive and presentation in style and will cover a wide variety of topics. Audience participation is welcome!

Foundations for New Product Development
Speaker: Anne Orban, M.Ed., NPDP, Innovation Focus
Responsible for developing new product concepts to fill your innovation pipeline and not sure how to get started? This workshop is a step-by-step guide for building new product concepts from task identification and idea generation through initial screening.

Understanding the Role of Creativity in Product Innovation
Speaker: Elizabeth Heckman, M.Ed., Innovation Focus
Knowledge of your own creative style and creative preference is important for top performance at work or in your life. Learning tools and techniques to enhance creativity and bring creative energy into the service of your customer is the topic of this fun and exciting exploratory workshop.

Market Emersion – The Ethnographic Approach to Voice of the Customer
Speaker: Christopher W. Miller, Founder, Innovation Focus
So often it is not what your customer says but what they actually do that matters most. This workshop will help you define a field emersion project for you and your team and give you the basic rules you need to get started on your own field emersion effort.

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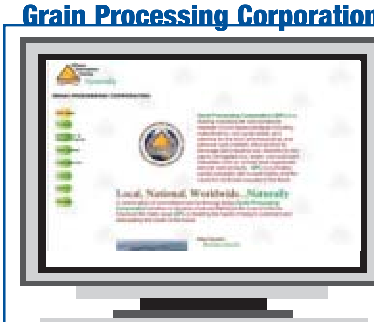
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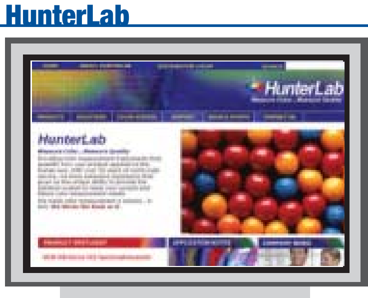
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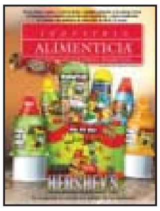
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Editorial & Sales Offices: BNP Media
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STAFF

Michael Leonard Publisher
Tel: 630-694-4024
Fax: 248-283-6574
leonardm@bnpmedia.com

EAST COAST & EUROPE
Ray Ginsberg Senior Account Manager
PO Box 878, Mt. Laurel, NJ 08054
Tel: 856-802-1343
Fax: 248-502-1043
ginsbergr@bnpmedia.com

MIDWEST & SOUTHEAST
Greg Szatko Senior Account Manager
1050 Illinois Route 83, Suite 200
Bensenville, IL 60106
Tel: 630-694-4337
Fax: 248-502-1032
szatkog@bnpmedia.com

WEST COAST & SOUTHWEST
Wayne Wiggins Senior Account Manager
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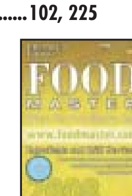
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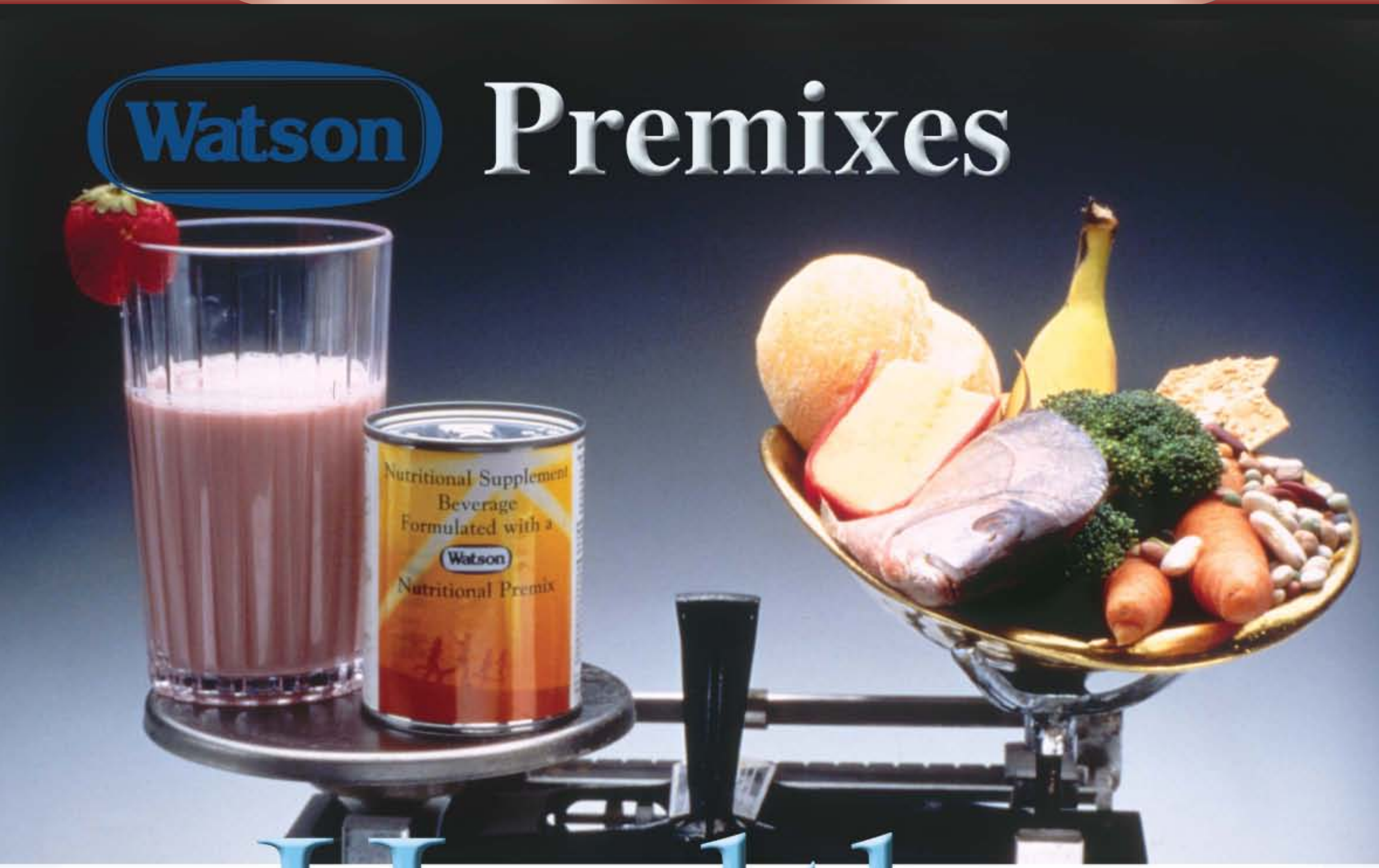
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